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PERSONALIZED MARKETING IN THE FUNCTION OF THE TOURIST DESTINATION IMPROVEMENT

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ABSTRACT

Trends in marketing are changing and adopting new technologies, but what always remains is good content and relevant data. New knowledge, information and use of new tools are often crucial for the success of a company. Modern business in the domain of personal marketing can no longer be efficiently implemented without the use of new e-technologies. The application of Internet technology implies radical changes in marketing (strategies, plans, programs, communication) that have contributed to the development of personal marketing, and thus improved "face to face" communication between bidders and consumers. The theoretical part of the paper refers to defining the role and importance of personalized marketing in the function of improving the business, especially from the aspect of approaching each customer or customer segment individually, as well as the importance of applying social networks to marketing, as well as the specificities and benefits of this type of marketing. The practical part in the focus has the research of the importance and role of social networks in the implementation of personalized marketing, as well as in the process of selecting a tourist destination. The practical part of the paper includes research through a specially designed questionnaire, conducted on the territory of Montenegro, and provides information on how important social networks are for selecting the tourist destination and the offer that a particular destination. The aim of the paper is to draw attention to the importance of a good e-market strategy, also, to the approach that gives the best results in advertising and the achievement of the results of the tourist destination and its offer, sales, communication with consumers, establishment of long-term relationships with consumers, which also affects improvement of the business of every tourist company in general.

Keywords:
personalized marketing, tourist destination, offer, strategy of appearances, tourism companies, social networks, Facebook marketing

JEL M310, Z330, L830

INTRODUCTION

With the emergence of social networks, the evolution of the Internet has entered a new phase, on Facebook, and other social networks have become tools that have profoundly and fundamentally changed the methods of marketing communication having shifted the focus from the classical advertising into a more sophisticated area.

The significance of social networks such as Facebook, Twitter, Foursquare, YouTube, Google+, and other networks in the promotion of tourism products and services is obvious (vvv.issuu.com, March 13, 2019).

With the mutual combination and upgrading of the mentioned social networks, with emphasis on general tourist and destination marketing, it is assumed that with relatively small financial resources, knowledge and very little time, it is possible to build the base of the "followers", "fans", "influencers" and " ambassadors "of the visitors (www.htz.hr/hr-HR/poslovna-dogadanja/edukacije/edukacija-2014/drustvene-mreze, March 7, 2019).

Communication through social networks is used in order to understand the needs and wants of customers, i.e. tourists. The offer of a tourist destination and tourist companies is created on the basis of these pieces of information, and the offer adjusted to the wishes of the consumers leads to further improvement and development of a successful business (www.horizonti.ekfak.kg.ac.rs, March 5, 2019).

We should take into account the fact that tourism is one of the fastest growing industries in the world (www.horizonti.ekfak.kg.ac.rs, March 5, 2019), and that the tourism market is highly susceptible to numerous changes, which must be monitored. Modernization and innovation in tourism are key to business, and involve the use of new and innovative channels of distribution and sales, among which are one of the most current social networks.

Social networks represent a network platform for connecting people all around the world, enabling the optional downloading of audio-visual, sound, and text-based information. The development of technology was the main contributor to the development of social networks, and the fact is that as they are easy to use and free, they attract a multitude of users (Kirtis, Karahan, 2011). With the evolution of the social networks and with their usage, communication which used to be one-way communication, became two-way communication in a digital environment, where both sides, from one side the tourist companies and from the other side the users, create content and get the answer to it. Tourist companies send their offer via social networks through influencers, banners, advertisements created for a particular target group they choose based on their visits to specific sites, likes, postings, shares or the monitoring of influencers. Thus, in practice, a phenomenon that "seizes" a growing attention is recognized as personalized marketing in the literature.

In this paper we emphasize the importance of this phenomenon and explain how much it can help to improve the business of tourist companies, i.e. when choosing a specific tourist destination and how much the content that is being advertised and the content that is being visited can create a future offer, a future target group and an answer to it.

1. THEORETICAL BACKGROUND

Modern information technologies, and along with them the application of social networks, have led to significant changes in the field of tourism and hotel industry. Great changes are reflected in the way of doing business, especially when it comes to the communication with users and the distribution of various services to future visitors to a particular tourist destination. This has directly affected the promotion of tourist destinations, but also the business of tourism companies given the numerous specificities in the process of providing services in a tourist destination and tourism industry, such as: intangibility, inability to store, high level of interpersonal relationships, etc.

The understanding of the advantages of social networks in promoting a global tourist destination,

provides information about a wider range of potential visitors and the creation of competitive advantages in the market, as well as the possibility of developing a marketing strategy for a particular tourist destination.

The possibility of communication, as well as easier accessibility and sharing of various contents in form of the text, photos and video clips have enabled tourism destinations and hotels to create and maintain relationships more intensively with their potential customers. This created the conditions for more efficient presentation of promotional messages, videos and other content, but also the condition for easier distribution of services. Thus, social networks became the main source of the most important information, before, as well as during, and after the journey (www.konzept.ba/socialmediaevents/, March 2, 2019). Thanks to them, after traveling, tourists can share their impressions and experiences with people around the world, which ultimately leads to an increase in the importance of influencing decisions on traveling or using the services of a particular tourist destination. Social networks promote socialization in selecting a specific tourist destination, and give it a whole new dimension.

The ability to access real-time information has completely changed the approach to travel planning - from the initial stage, even in the phase which preceds the awareness of an individual that there is a need for a tourist trip, to the stage of booking and the travel itself, as well as the return of tourists from a particular tourist destination.

The expansive growth of social network users has encouraged businesses to use them and implement them in their business, while the perception of consumers using social networks is also important for other economic activities where marketing activities are crucial in business. First of all, for the following reasons: (Grbavac, Grbavac, 2014).

High targeting – as using social networks is easy to reach the target group, and promotion is done according to the market segmentation.

Measurability - every work and effort to place information on social networks can be measured and the results of the activity can be seen. A huge amount of information that can be used with careful and regular analysis, and that relate to the availability and content of information, retention time, the number of old and new visitors, half of the visitor, and so, on can be acquired from the attendance statistics.

Accessibility and low cost - the use of social networks is completely free. In order to increase the effects of business performance, various other paid promotions can be used, which, in comparison with other media, is far cheaper and accessible to all.

We should not forget that tourists come to the destination because of the attractions and the overall picture they have about the destination, and much less because of some catering facilities. Creating image and perception on social networks is just a chance and great responsibility for the one who sets it up. There should be no need to post content only and exclusively content related to the destination that needs to be promoted, but it is necessary to monitor events in the surrounding destinations and to share the interesting facts that may be interesting to the visitors.

Hoteliers can not only focus on the catering facility when using the social network, but also on their surroundings, or on the destination in which they are located, as well as on the target group for which the destination is aimed. Visitors are always interested in events in the destination, attractions, weather conditions, road conditions, etc. For this purpose, users should regularly be informed, about possible discounts, new dishes on the menu of restaurants and /or hotels, about celebrities who stayed at the hotel, and the like. The rule is: 80% useful and 20% promotional content (www.etourismconsulting.com, March 2, 2019). The content that is posted on social networks related to the promotion of a tourist destination and /or hotel should be useful, interesting, new and unique.

Since 2005, Montenegro has been involved in the global "Horwath Hotel Industry Survey", which Horwath HTL has been conducting each year. This analysis is one of the instruments for monitoring the development of the hotel industry in Montenegro, which is in the function of achieving the strategic goal of Montenegro to become a high-quality all-year tourist destination. The survey

survey results related to 2016 showed a rise in the performance of the Montenegrin hotel industry. Available data show that the participation of foreign guests is 93.9%. The survey provided data on the structure of spent funds on marketing tools in the surveyed hotels in 2016, as well as the use of marketing systems in the surveyed hotels. 47.6% of the spent funds refers to online marketing tools, and 52.4% of the spent funds hotel spent in offline marketing tools. Online marketing tools used: Website (75%), Mobile marketing (64,6%), Video (47,9%), Geolocation Applications (37,5%), CRM (35,4%), Social Networks (33,3%), PR - online – Publicity (20,8%), Travel Review Sites (18,8%), PR - online - Direct Mailing (18,8%). Offline marketing tools used: Advertising – Print (62,5%), Advertising – TV (52,1%), CRM (47,9%), Advertising – Radio (39,6%), PR - offline - Direct Mailing (20,8%), PR - offline – Publicity (18,8%), Special Promotions (12,5%). (Horwath HTL, 2017).

The organization of content and communication on social networks is a very complex process that is necessary to be planned and controlled, as well as being carried out by skilled and educated faculty. Starting from clearly set goals, the strategy of making a particular tourist destination or placing a particular tourist product on social networks must be based on a clearly defined plan of performance and subject to verification and improvement of the success (Grbavac, Grbavac, 2014).

Global trends of the tourism market are focused on the preferences of tourists, which are highly variable due to the dynamic economic, technological, cultural and other changes. Tourists feel the need for the highest quality of tourist destination offerings, which implies the quality of offerings directed at "events and experiences". This requires systematic adaptation to the requirements of target users. Tourists are looking for "more value for the given money", which implies an integrated approach to personal identity search, on the path from recognizing comparative advantages, to the choice of an attractive range of tourist destination offerings, the design of a sales message and a trademark until finding a market-recognized and recognizable tourist destination (Damjanovic, Ristic, 2017).

Brown, the author who deals with research on topics in the fields of tourism, marketing, social media and their impact, including travel, deals with the question of how social networks affect the inspiration of a traveller in his recently published article on the "Olapic" website (Brown, 2017). Since the emergence of new information technology and social media, the author explains that travel planning is completely different from what it once was. Visitors who travel more do not rely on guides compiled by "experts" with obsolete information or even paper-based navigation maps at their latest editions. Instead, modern travellers have the privilege of instant access to information on the web in the form of a guide for Buzzfeed, TripAdvisor reviews and travel photos (for example, posted on Instagram or Facebook) showing their latest vacation. This real-time approach with relevant tips and often information from the audience has finally changed the way travellers approach travel planning - from inspiration to booking. Apart from this, the author points to the non-linearity of the travel process, since neither travel nor experience and shopping represent a linear process anymore. Travellers turn to their friends, colleagues and influencers by expanding the world of social media to find inspiration for travel and vacation, and even to support their newly discovered destination (Brown, 2017).

The area that is currently very important in the field of tourism is the role of the so-called influencers, which has been massively used lately by the increasing popularity of Facebook, Twitter, Instagram and other social media and networks. Influencer is a person who has a large number of friends on social networks, has the power to influence tastes, attitudes, etc., is popular because of his / her (actual or assumed) authority, given that published texts, photos, influencers' blogs (pages) significantly influence purchasing decisions, but also the behavior of other people, so-called "followers", and can be one of the social network launchers for travel planning (www.dictionary.cambridge.org, February 2, 2019).

In the opinion of the author (Miller, 2017), influencers are engaged today in almost all companies and brands, especially in the field of tourism, hotel industry and trade, in order to write "nice and positive things" about products, events, travel, etc. , in order to persuade other users and customers

to believe and become their customers / visitors / buyers. Thus, it happens that some hotels, travel agencies, companies and individuals choose individuals who are sufficiently involved in a social online scene in a particular tourist destination, often followed by a large number of people, commenting on their status, photos, etc. to share the content of their services, reach as many people as possible, and finally increase the number of visitors in a particular tourist destination (Wang, Yu, 2015).

Recent literature that examines online consumers' behavior, the process of deciding on the choice of a particular destination by means of social media and social networks is called consumer decision journey (Wang, Yu, 2015) or customer decision journey (Wolny, Charoensuksai, 2014), and the process itself consists of three phases, i.e. the phase preceding the choice of the tourist destination, the phase of staying in the tourist destination and the phase of returning from the tourist destination.

In the phase which precedes the choice of the tourist destination, social network mostly stimulate new ideas and influence the process of transforming the needs into specific wishes and motives of travel. Therefore, Facebook, Twitter and other virtual communities and social networks can encourage new ideas for travel through content that they send to a target group based on the content they follow, like, comment. White's study has shown that photos from the trip of other users can generate friends' interests and affect travel plans. The research by Fotis and a group of associates confirms that social media at this stage is almost always useful in deciding where and how to travel. A study led by Google / Ipsos shows that 68% of respondents are beginning to search for ideas on the Internet before deciding on a particular tourist destination (Minazzi, 2015).

A tourist can recognize the need for travel while searching the social media platform or social networks, such as Facebook or Instagram.

According to a survey conducted by AdWeek (www.adweek.com/socialtimes, March 2, 2019), 52% of Facebook users imagine travelling while on the web, although there is no need to travel at that moment, they did not even think about the same (www.adweek.com/socialtimes, March 2, 2019).

After choosing a destination they want to travel, tourists start looking for additional information. At that stage, social networks play a crucial role. Recent research confirms the importance of online comments during this step (Anderson, 2012) because they can be an important and above all a useful source of information (www.adweek.com/socialtimes, March 2, 2019).

In the next stage, tourists make a decision on the final purchase (www.adweek.com/socialtimes, March 2, 2019) of a specific tourism product. The purchase decision partly depends on the motivation of the tourists, but also on the impact that social networks had on him / her in the previous stage, allowing him / her to evaluate available alternatives (Gros, 2012) thanks to the tools, reviews and recommendations.

Visitors will continue to search for information and make decisions while travelling. Due to the development of mobile technologies, the pre-trip phase and phases during the travrl may overlap due to the increasing number of opportunities for tourists to be connected to the Internet during the travel. Airports, hotels, means of transport, restaurants and entire destinations will try to allow visitors to connect to the network for free (Minazzi, 2015).

During the trip, 38% of USA tourists and 64% of tourists from the rest of the world use social media, and 34% of tourists update their status on social networks, 39% publish photos on social networks. 40% of British tourists admit that they are delighted to be able to post the selfi while travelling via the social media (World Travel Market (2015), March 8, 2019), and 33% of tourists finds activities in the particular destination thanks to their mobile phones.

ComScore's report shows that 45% of tourists immediately after the trip, posts some travel related content on social networks, and write and leave comments (World Travel Market (2015), March 8, 2019). After returning home, tourists (TripAdvisor) assess the quality of their travel experience and express their satisfaction or dissatisfaction with one or more services they used during the trip.

A group of the authors who studied the behavior of tourists - Internet users from Russia and former Soviet republics indicate that 78% of travellers shares content on social networks in the phase after using the service (Fotis, Buhalis, Rossides, 2012). Similarly, Murphy and his associates conclude that the majority of young tourists often shares experiences about travelling on social networks at this stage (Murphy, Centeno, Schegg, 2010).

The interaction with the consumers at this stage, via social networks, can be a unique opportunity to develop customers' loyalty, or a long-term, mutually beneficial relationship. A concept that is recognized as a good way of retaining and attracting new users of services, i.e. a tourist product, is the content created for the target group that is intended or in the literature recognized as "personalized marketing". It is a tool that has, in its base, an understanding of the desire of the target group and the creation of content for them. It is a matter of approaching every customer through modern tools - social networks through likings, sharings, posting, and editing content or comments. What is significant about personalized marketing is that this is not a one-way street like traditional marketing, but here the customer has the ability to comment and combine elements to satisfy his needs. Consequently, personalized marketing is a two-way communication where, on the one hand, there is a tourist company, which sends a message to the target group about its offer via social networks through content editing and on the other hand, there are the customers who have a clear picture of what they want and have a way to fulfill it.

2. RESEARCH METHODOLOGY

The subject of the practical part of this paper refers to determining the importance and role of social networks in the implementation of personalized marketing and the process of selecting tourist destinations. The practical part of the paper aims to explore how social networks, as the basic tool for quick search of detailed information, enable and encourage the selection of a specific tourist destination. The research does not focus on specific tourist destinations, but on the selection of a tourist destination based on the preferences of a particular target group, on the one side, and the content on the social networks by the tourist companies on the other side, whereby the research gets a general and scientific character.

The hypothesis from which it starts is: Social networks mostly stimulate new ideas and influence the process of transforming the needs into specific wishes and motives of travel, which implies the importance of a good communication strategy on the electronic market, which contributes to better results in terms of stimulating demand, sales, establishing long-term relationships with consumers, and promoting a specific tourist destination, targeted at the particular group, which improves the business of tourism companies in general.

Quantitative Exploratory Research was conducted in February / March 2019 on the territory of Montenegro. The survey was conducted in the southern region of Montenegro, and respondents were visitors to the coastal cities: Bar, Budva, Kotor, Ulcinj, Tivat and Herceg The survey questionnaire consisted of two parts, where in the first part there is data on the general characteristics of the respondents, their opinions, habits and attitudes regarding the use of social measurements, ways of collecting information about tourist destinations, the frequency of travel and stay in tourist destinations, as well as the impact individual personalized marketing tools for decision making when choosing a tourist destination. The second part of the questionnaire was related to the collection of data by the phases of the selection of the tourist destination, such as the stage of awareness, searching for information, evaluating alternatives, buying, staying and returning from a tourist destination. The questions of closed type with the offered answers were used for the collection of data, and a five-step Likert scale was used to measure the attitudes of the respondents about the phases of the tourist destination, which measures the degree of agreement / disagreement with the given claims.

3. RESULTS OF THE RESEARCH

Descriptive statistics found that 493 respondents participated in the study, of whom 58.22% were female and 41.78% were male. The highest number of respondents belongs to people who are 29-39 years old (33.27% or 164 respondents), approximately the same percentage of respondents aged 18-28 (25.96% or 128) and ages 40-50 (26, 37% or 130), while the lowest number of respondents was 51-61 years old (9.94% or 49) and over 62 years of age (4.46% or 22 respondents). The highest number of respondents has completed secondary education (52.94%), then there are those with faculty education (32.66%) and the lowest number of respondents are those with postgraduate education (14.40%). Respondents are divided into two subgroups, depending on whether they use social networks or not. Respondents using social networks make up 93.91% of the sample (463 respondents), while 6.09% (30 respondents) do not use social networks. Respondents who do not use social networks did not respond to certain questions from the questionnaires that measure attitudes and opinions regarding the impact and role of social networks in personalized marketing, as well as in the process of selecting tourist destinations. From social network users, we found that 84.62% of respondents use Facebook, 65.38% are Instagram users, 47.86% YouTube, 25.21% use Google+, 17.74% Twitter and 10.68% Foursquare. Respondents also use and combine multiple social networks, so we came to the conclusion that the majority of respondents use the Facebook and Instagram combination (18.14%) and Facebook, Instagram and YouTube (13.39%). In Table 1, some of the combinations of social networks are given, and we can conclude that Facebook is represented in almost all combinations, and along with Facebook the most enthusiastic is Instagram.

Chart 1. Combination of the social networks

Facebook	Instagram	YouTube	Twitter	Foursquare	Google+	Percentage
+	+					18,14
+	+	+				13,39
+		+				7,56
+	+	+			+	6,26
+	+	+	+			4,54
+					+	3,89
+	+	+	+	+	+	3,46
+	+				+	3,24
	+	+				2,59
+				+		2,38
+	+	+	+	+		2,38
+			+			2,16
	+	+	+		+	1,94
		+			+	1,73

Source: Research done by the author

Of the 463 respondents who use social networks, respondents who spend 1-3 hours a day using social networks (31.83%) and respondents using social networks 3-6 hours a day (33.12%) are represented in about the same percentage; 20% of respondents use social networks for 6 or more hours a day, and 15% of respondents up to 1 hour. All this suggests that social networks have a significant potential and role in creating a personalized marketing strategy.

Interesting is the fact that respondents receive information about a particular tourist destination, which they decide to visit in almost the same percentage: through the media (TV, radio and press)

(22.52%) and through the banner on social networks (21.50 %). 19.27% of respondents come to the particular piece of information through search of sites, and 16.23% of them in conversation with acquaintances and friends. For 7.10% of respondents, printed promotional material is the source of information on tourist destinations, 6.09% are informed via friends on social networks, while 5.27% decide to receive information through travel agencies. Information provided by the influencer have the least percentage (2.03%). When we consider all the data, we can conclude that the contemporary and traditional means of communication with potential consumers are almost equally represented. 48.89% of respondents listed modern digital means of communication as a source of information on selected tourist destinations, while 51.11% of respondents still highlights the importance of the oral interviews, media, printed promotional material, or personal visits to travel agencies.

Respondents are grouped according to the number of visits to tourist destinations (in the country or abroad) depending on the frequency of travel during the year. Accommodations longer than 3 days, as well as one-day and weekend excursions have been taken into consideration. Thus, the respondents who travel once a year for more than three days have 38, 73%, while the percentage for one-day or weekend excursions is 27,14%. 23.57% of respondents stay for a period longer than 3 days, 2-3 times a year, 24.59% of respondents do it 4-5 times a year. 13.11% of respondents travel for a period longer than 3 days more than 5 times a year. 25.71% of the respondents go on annual or weekend trips 2-3 times a year; 25.92% of respondents do it 4-5 times per year and 21.22% of respondents do it more than 5 times a year . It can be concluded that it is approximately the same percentages of visits to tourist destinations for one-day and weekend visits, regardless of the annual frequency and travel practice.

When choosing a tourist destination where they stay for more than 3 days, the respondents evaluated who dominantly influenced them, i.e., whose opinion and recommendations are particularly important when deciding about a particular tourist destination. The average ratings are uniformed and range from 3.26 to 3.69. The influence of the influensers on the respondents when choosing a tourist destination is the smallest which was confirmed by the lowest average score of 2.98, compared to other sources of recommendations and information. The respondents are most influenced by the oral recommendations / conversations with friends, acquaintances and relatives (an average score of 3.69), that is followed by information provided by travel agencies and agencies placed through social networks (3.48), as well as information which come via media - TV, radio, print (3.44), the average score that measures the impact of the banner is 3.26 and 3.22 for the recommendations of friends via social networks. We can conclude that respondents are more inclined to information that can be obtained from close acquaintances through the oral route and through the classical channels of information when choosing a tourist destination and taking a final decision about it.

The second part of the questionnaire was filled out by respondents who are users of social networks (463 of them), and the data provided came up with information about the phases of selecting a tourist destination based on the use of social networks. In this part of the questionnaire, a five-level Likert scale was used, which provided the data on the degree of agreement or non-agreement of respondents with given claims, which are representative of each individual phase of the selection of the tourist destination. The phases of selecting a tourist destination include: the stage of the awareness of the need, the phase of searching for information, the phase of evaluating the alternatives, the purchasing phase, the phase of staying in the tourist destination, the phase of the returning from the tourist destination.

Photos and videos from travel of virtual friends, published on social networks, can challenge travellers to travel. It is the experiences of other social network users that are one of the essential factors that stimulate the phase of becoming aware of the need to travel. The average grade for this question is an average of 3.69, which means that social networks and content posted by friends and acquaintances can encourage respondents to want to go on a trip and visit a specific tourist

destination. Information about the tourist destinations through social networks is important for the information searching phase. The degree of agreement with this statement is estimated at an average of 3.59. In order to evaluate the alternatives, the average score is 3.63, and the respondents said that they compared information about tourist destinations, accommodation and other services via social networks, which confirms the importance of social networks at this stage. The evaluation for the buying phase is aligned with the average ratings of the previous stages. For the purchasing phase, which is assessed through the attitude of how many respondents are willing to use social networks for booking the accommodation and purchasing service, the average score is 3.52. Our respondents are still to a certain extent reserved when it comes to buying or booking via social networks.

In the answers of the respondents, two phases in the selection of the tourist destination and the significance of social networks for respondents are especially emphasized. The highest average rating of 4.14 is the role and significance of social networks for the phase of stay in a selected tourist destination. Respondents actively use social networks during their stay to collect information about the destination. Furthermore, the significance of social networks in the phase of the return from the tourist destination is assessed with the high average score of 4.01. Respondents publish photographs, videos, share content related to the tourist destination they visited, leave comments and are active on social networks.

Based on the results of the research we can say that the established hypothesis has been proven, that social networks mostly stimulate new ideas and influence the process of the transformation of needs into specific wishes and motives for travel, thus it is necessary to develop a communication strategy based on the needs of a particular target group (personalized marketing) which will contribute to stimulating the demand, promoting and retaining existing and attracting new clients and ultimately leading to the improvement of the business of tourist companies. The contribution of this paper is reflected in drawing attention to the importance of a good communication strategy and personalized marketing when it comes to the electronic market, taking into account the general presence in different tourist destinations, without focusing on specific tourist destinations, which gives the research a general and scientific character. The practical implication of this research supports the development of tourism marketing and communication strategies focused on online contexts as factors that can affect the behavior of tourists in a more efficient way.

CONCLUSION

Trends and the development of the Internet have led to the change and application of a different way of doing business. This has resulted in the fact that tourism companies have traditionally "transferred" their business to new types of business that include new technologies and business tools. Social networks today represent a phenomenon that becomes an active partner both in creating and placing content, and in selecting the target group for the given content.

Communication in a digital environment becomes bi-directional, tourist entrepreneurs create content and at the same time receive the answer to the same, from the target group. The conducted research showed that 64.95% of respondents daily spend from one to six hours using social networks, with 84.62% of respondents mostly using Facebook and 65.38% Instagram, or a combination of them (18.14%). In order to obtain information on tourist destinations for which 48.89% of respondents decide to visit, modern digital resources are used, with a special emphasis on site search (16.03%) and banners 21.50%). The respondents are influenced by influencers (2.03%), although interviewees are very happy to share pictures, videos, travel impressions, or monitor and laugh publications on their friends' social networks. Only 6.09% of respondents made friends on social networks as a source for obtaining information about the desired tourist destination. The research showed that the traditional maceration of communicating with respondents in Montenegro is still significant, and 38.75% of respondents reported traditional media as a source of information or an oral conversation with acquaintances and applicants. Promoting a tourist destination through the content that is placed on social networks regarding the promotion of a tourist destination should be useful, interesting, new and unique.

Based on the conducted research, we concluded that respondents spend a lot of time using social networks, and that their significance both in gathering information and in decision making, or in encouraging the desire for certain tourist destinations, is not negligible. Social networks play an important role in the process of creating personal marketing and promoting certain tourist destinations. Also, social networks play an important role in all stages of the decision-making process on choosing a tourist destination. A satisfied customer sometimes unconsciously motivates his friends and other users of social networks to consumerism and the selection of certain tourist destinations.

Using the five-step Likert scale, the views of the respondents are measured for each individual phase of the choice of the tourist destination. The experiences of other social network users are one of the essential factors that stimulate the phase of learning needs. Photos and video clips of social networking sites rated an average of 3.69 (maximum rating is 5), as a factor of incentive for travel to a tourist destination. Social networks are an important source of information about the tourist destination, before deciding on a particular destination (average score of 3.59), as well as in arranging alternative accommodation and other services (average rating 3.63). The purchasing phase and booking via social networks has an average score of 3.52. Social networks play a special role in the phase of stay (average grade 4.14) and in the return phase from the tourist destination (average score is 4.01). Interaction with consumers at this stage, through social networks, can be a unique opportunity to develop customer loyalty, or a long-term, mutually beneficial relationship. A concept that is recognized as a good way of retaining and attracting new users of services, ie a tourist product, is the content created for the target group that is intended or in the literature recognized as "personalized marketing". It is a matter of approaching every customer through modern tools - social networks through rapture, serving, respecting, and editing content or commentary.

However, one should not ignore the role and significance of traditional means of communication, as well as the fact that today, in the abundance of information, appealing offerings, constant networking, an individual often loses the ability of deep learning, reflection, intimacy, and identity as a symbol of self-awareness and uniqueness. Future empirical research can focus on analyzing the effects of social networks on improving the offer and the recognition of a specific tourist destination and its offer, all in order to create the attributes of products of the tourist destination in accordance with the real expectations of the consumers.

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