

Besim Beslimi

*PhD – student at Agricultural
University of Plovdiv*

Department of Management and
marketing, Faculty of Economics
at Agricultural University of
Plovdiv, Bulgaria

Corresponding author:

e-mail: Beslimi.b@tutanota.net

Published First Online: 30.06.2023

Pages: 139-150

DOI:

<https://doi.org/10.37075/JOMSA.2023.1.1>

MANAGING THE MARKETING CONCEPT OF THE TOURIST DESTINATION

Abstract

Taking into account the development of every part of the social system in the country, several components that will be the subject of marketing - management targeting, and which actually disrupt the tourist destination and create the need for imperative creation, in the direction of eliminating the dangers lurking in the ether, such as: quality with its overall process, environmental protection, as a global challenge to every social option and working conditions, education, housing, as undeniable "culprits" in structural defects for development at the tourist destination. The tourist destination as a form of development of the tourist offer segmented cannot be considered but in the system of development of the entire tourism economy.

KEY WORDS: marketing concept, tourism destination, management, leadership

INTRODUCTION

Setting the problem solution of the doctoral dissertation refers to the fact that today tourism is a benchmark without which no endeavors in any sector can be imagined. In the period so far, we have witnessed that a large number of structural units in the development of economic relations are looking for their place in the development of tourism through the creation of target units, such as: agriculture, trade, sports, healthy food, ecology, etc. In that direction, tourism stands out as a social activity, which incorporates various elements as a motive and driver in creating specific services. Here, the existing motto is to use "beautiful and healthy". The result of such a premise is the emergence and development of tourism.

In conditions of permanent disturbance of the human environment, human health immediately arises as a permanent problem, which warns that such disturbance can lead to a "cataclysm" of the human race. Every person, regardless of their physical structure, has an individual interest in being the object of tourist observation, which would avoid the possible consequences, which can occur at any time and in any space, in different types and dimensions. Such assumptions immediately determine the term "rehabilitation" of the possible assumptions, which mention the quality services of a different structure as prevention or curative. That's why we can talk here about the quality of accommodation services, healthy environment, healthy food, sports treatments, but all this should be provided by attractive tourist destinations, which are located either in the surroundings of the big cities, or within the hotel-tourist facilities.

Taking into account the development of every part of the social system in the country, several components that will be the subject of marketing - management targeting, and which actually

disrupt the tourist destination and create the need for imperative creation, in the direction of eliminating the dangers lurking in the ether, such as: quality with its overall process, environmental protection, as a global challenge to every social option and working conditions, education, housing, as undeniable "culprits" in structural defects for development at the tourist destination. The tourist destination as a form of development of the tourist offer segmented cannot be considered but in the system of development of the entire tourism economy.

Having such an object of work before the integrated marketing - management system, everything achieves the ultimate goal of every business system, in the field of tourism, and this causes complete satisfaction among the users of the tourist offer, complete satisfaction of the employees, satisfaction of the owners of the tourist establishments, and through them, the creation of a satisfied society.

Results and discussion

The concept and characteristics of the tourist destination. The modern tourist destination is an extremely complex and multifaceted phenomenon that is not easy to define and determine universally. The problem of defining a destination is as a consequence of its complexity it is possible to consider different aspects of the definition. An additional complicating factor related to the definition of the term destination is caused by the fact that the understanding of the term changes over time, depending on market conditions, consumer behavior and general contextual changes in society.

In the early 1970s, at the height of mass tourism in the western part of the world, the term "tourist destination" would replace the term "tourist site". They are the reason for those radical changes caused by tourist flows starting from 1950, when the development of mass tourism in the world begins. Those changes are not only evident in the negative environmental and social consequences of mass tourism and rapid economic development, but also changes in the expectations, demands of tourists and their attitude towards the host culture. While, in the last two decades, there has been a change in tourist experiences. Tourists already have much more experience with travel, their tourist senses are more refined and refined, so a more homogeneous tourist offer is not satisfied. They demand more and more variety of offer, individual approach, different ways of implementing free time on the road - they expect a unique and complete tourist experience. This uniqueness and integrity in diversity is achieved by connecting the holders of the tourist offer, with designed combinations of the content of the tourist offer and coordinated action of all actors.

In addition, the changes that cause the use of the new term can be seen in the need to establish rules of conduct for different participants in places of (increasing) concentration of tourists. Certain rules should be established for the behavior of tourists, the local community and the tourism industry, and careful spatial planning should be given. The need for planning and development of tourism products and various market activities, especially segmentation of guests, was also expressed. In short, it was necessary to look for an appropriate term that represents a certain spatial entity, has numerous and diverse elements of the tourist offer (integrated tourist product) and which can be offered on the market as a complete tourist product. Like that,

Although most empirical research does not actually deal with the definition of destinations, it already largely analyzes the factors of its functioning.

the analysis of the existing definitions of a tourist destination and their chronological and contextual review, we come to the realization that the tourist destination can be defined through five different aspects of definition, namely (Vodeb 2014):

1. spatial or geographical aspect
2. aspect (content) of the tourist offer
3. aspect (attitudes) of tourists
4. business or strategic aspect and
5. systemic aspect.

Inskeep (1991) considers that a tourist destination is a completely self-sufficient entity that must provide a wide range of tourist facilities and services, especially those for recreation and relaxation, opportunities to acquire different experiences and maintain health. Equally, the tourist destination is defined by the World Tourism Organization (Bieger 2000). Keller (1998) believes that a destination is a travel destination that a tourist wants to visit because of certain attractions it offers. Pechlaner (1998) says that a destination includes a number of elements that are common in different combinations to attract tourists to come on vacation or on a day trip. Those elements make up the primary tourist offer, derived tourist offer, additional services and atmosphere.

Bieger (2000), on the other hand, defines a destination as a geographical area (neighborhood, place or region) that a tourist or a tourist segment chooses as their travel goal. This space contains all the necessary equipment and capacity for accommodation, food, entertainment and business affairs. Howie (2003) argues that destination space is dependent on the interest of tourists. In these definitions, we recognize the spatial or geographical aspect of the definition from the aspect of tourist offers and the aspect of tourists' attitudes below. Similar definitions are given by Weber and Mikačić (1995) when defining the destination as a place for intensive gathering of tourists due to the various attractions it offers. These attractions are its primary tourist attraction. Vukonić (1995) also sees the destination as a wider functional space as a whole that builds its tourist identity on the concept of cumulative attractions, which, due to the experiences and tourist experiences they offer and with additional tourist infrastructure, represent an area of intense concentration of tourists. These definitions focus on a space that is interesting to tourists because of the attractiveness it offers.

Magaš (2000) also combines two aspects in his definition which reads: a destination is a spatially attractive unit that can be a tourist location, place, area or region (spatial aspect), and at the same time the destination is an optimal combination of fixed and variable enabling factors of tourist activities in accordance with market preferences, regardless of administrative borders (aspect of the content of the tourist offer). Swarbrooke and Horner (2001) define destination as the primary focus for tourist trips, arising from business, health or other motives. In the first part of the definition, the concept of concentration of tourist demand in one place is presented, in which space is a key dimension, while in the second part of the definition, the motive (reason) of the tourist trip, which is an aspect of the tourist offer.

We will recognize the strategic or business aspect of the definition almost entirely with the following definition. Bieger (2000) considers that a destination is a strategic tourist unit that offers all the services in its area (sightseeing, entertainment, etc.) needed for a certain market segment.

Similarly, Magaš (2001) believes that the destination is an optimally combined and market-oriented space that develops important and dominant capabilities, creates conditions that will be of sufficient quality in relation to the competition for the long-term realization of good tourism results. Magaš (2001) attributes to the destination the production function (creation and design) of the holiday offer, which through an optimal combination of fixed and variable factors "produces" a destination tourism product. From these definitions we can conclude that the strategic or business aspect of defining the destination is very close to understanding the destination as a business entity.

One of the authors who advocates a systematic approach to the consideration of tourism, Laws (1995) defined the destination as a group of interrelated factors where the activity of each individual factor affects the activities of others, so there must be common goals dedicated and achieved in a coordinated manner. Systematic aspect of the destination definition derives from the system theory which interprets the system as a connection of some related parts, interdependent and focused on the common goal. These connected parts together form a coherent whole. In a system, the connection is before its parts; the way the parts are connected, how they interact, what processes connect them and how they respond to feedback from the process; all this defines the nature of the system. The systematic aspect of defining the destination allows a deeper insight and understanding of the activities of the destination, which provides management support in the process of planning and management. From the above definitions, we note the need for careful systematic integrated destination planning and coordination of its parts, which is the basis of each of them system.

Pechlaner (1998) considers that destinations are competitive tourism units that lie between the market and the needs of guests, local factors and the tourism economy. This is how a tourist destination is created as a result of the action of supply and demand in a certain market, within a certain segment of guests. It is created based on the requirements of tourists and is shaped according to their demand. They appear in this definition strategic or business aspect of the definition and tourism aspect.

The laws of the tourist market give priority to the tourist demand (market oriented concept) which has the most intense effect on the destination, i.e. her offer. Tourist demand (tourists) thus perceives the destination as a complete tourist (destination) product, although the destination is by no means a single product. Its complexity and layering is much greater and more complex, so is the impression to create for the tourist the demand in that unique complete destination product, but that product is only created by the orchestrated coordination of the actions of a large number of participants in the tourist offer and all other participants related with tourism. It is clear that the definitions appeared at the beginning of the use of the term destination mostly from a geographical point of view due to the treatment of some phenomenon on someone a certain space. It was necessary to determine the boundaries of that space, its characteristics from which the natural and cultural resources of the future tourist attractions of the destination arose. First, negative environmental effects of mass tourism were observed in that area, so the area is also an indicator of (negative) changes caused by tourism.

The study of tourism from a geographical point of view is important even today in primary schools, where children get to know the concept of tourism as a scientific discipline through this. Later tourism was presented to them as an economic activity. Because it is in the initial phase of introducing the concept of destination tourism, primacy is placed on the space, it is not surprising that they are in attempts to define the term, the authors mostly covered exactly this aspect of the destination.

Furthermore, with the development of the concept of a tourist destination in theory and practice, we are increasingly dealing with the tourist offer, its diversity and characteristics.

Tourist demand is no longer satisfied with homogeneous tourism, it offers and dictates a greater number of activities and experiences that should be an integral part of the destination product. It is clear that accommodation and catering are the basis for a receptive offer of a destination, but the motives for the arrival of tourists are beyond these basic frameworks and move into a broader concept of destinations - its unique natural features, cultural wealth, sports and recreational facilities, business or health facilities, infrastructure and the like. Tourism contents are also subject to constant change due to changing tourist preferences and fashion trends arising from wider social, economic and technological frameworks.

The logical sequence of this aspect of definition is the aspect of tourists' attitudes which defines the destination according to their perception, expectations, patterns consumption and behavioral habits during tourist travel.

Administrative and other borders of the tourist destination in that case they usually do not correspond to the official geographical or political reality of the state of the tourist destination. Tourists do not pay attention to these "borders", if they do, they do not represent an obstacle that hinders their movement and experience of the destinations. The aspect of tourists largely depends on the distance of the destination from the residence of the tourists and on other factors related to market segmentation.

The strategic aspect of defining a destination is based on the assumption that the destination acts as a market-oriented business entity, which needs to be managed, to plan its actions in order to achieve sustainable competitiveness. From this aspect it follows that we have to plan, develop, market and manage the destination as a whole. That is why it is necessary to provide all this at the level of individual parts of it (organizations, companies, stakeholders, etc.). In the flood of numerous and very similar tourist destinations we have to take into account the challenges in the approaches to managing destinations in a way that achieves optimal long-term effects given the goals and resources we have.

The systematic aspect of defining a destination derives from the systematic theory that it refers to tourism, tourist destination and tourist attraction, therefore from macro to micro level it can be seen through the phenomenon of these tourism phenomena. Advocates of a systematic approach to considering tourism are Getz (1986), McIntosh and Goeldner (1986), Jafari (1987), Laws (1995), Leiper (1990) and others. To be able to manage the system we need to understand its operation and its individual parts. Characteristics of individual parts and relationships that arise with each other with the functioning of the system are the basic determinant of any system. Every system is determined by the interaction, processes and feedback that appear as a result of the processes caused by interaction. If we understand these relationships, we have all the necessary tools to manage that system by directing it to a higher level of efficiency and quality. Systematic management approach destinations show such great potential precisely in the way they function and not so much in the content of individual parts of it, so it is more important how we do something than what we have.

Every system, including the destination system, has some characteristics on the basis of which we can describe, understand and manage it. Interaction as a key feature of any system represents the way in which its individual elements are connected, the relationships that arise between them and their mutual actions and how they act in interdependence. Interaction creates relationships in a communication-based system. Communication is a two-way process for the transfer of information between participants in the destination system that enables their dialogue

and goal-oriented coordination system. The interaction creates numerous processes in the system, and this is precisely where the interaction process lies. Interaction-induced processes are directed and predetermined procedures, steps or activities in the destination system. These processes in the destination should provide a complete tourist experience for the tourist. Processes make the system work because they represent a series of functions and tasks with a specific goal that they should achieve in the most efficient possible way. It is always a series of specific procedures and activities aimed at the goal that enables the functioning of the system in accordance with its purpose, so that the processes are foreseen, given, determined and planned in advance. In the structure of a tourist destination are a large number of different groups of actors whose interests, activities and characteristics are heterogeneous. Therefore, it is not surprising that the processes in the destination system are extremely complex, since they arise from different levels of its complex structure. Processes make the system work because they represent a series of functions and tasks with a specific goal that they should achieve in the most efficient possible way. It is always a series of specific procedures and activities aimed at the goal that enables the functioning of the system in accordance with its purpose, so that the processes are foreseen, given, determined and planned in advance. In the structure of a tourist destination are a large number of different groups of actors whose interests, activities and characteristics are heterogeneous. Therefore, it is not surprising that the processes in the destination system are extremely complex, since they arise from different levels of its complex structure. Processes make the system work because they represent a series of functions and tasks with a specific goal that they should achieve in the most efficient possible way. It is always a series of specific procedures and activities aimed at the goal that enables the functioning of the system in accordance with its purpose, so that the processes are foreseen, given, determined and planned in advance. In the structure of a tourist destination are a large number of different groups of actors whose interests, activities and characteristics are heterogeneous. Therefore, it is not surprising that the processes in the destination system are extremely complex, since they arise from different levels of its complex structure. It is always a series of specific procedures and activities aimed at the goal that enables the functioning of the system in accordance with its purpose, so that the processes are foreseen, given, determined and planned in advance. In the structure of a tourist destination are a large number of different groups of actors whose interests, activities and characteristics are heterogeneous. Therefore, it is not surprising that the processes in the destination system are extremely complex, since they arise from different levels of its complex structure. It is always a series of specific procedures and activities aimed at the goal that enables the functioning of the system in accordance with its purpose, so that the processes are foreseen, given, determined and planned in advance. In the structure of a tourist destination are a large number of different groups of actors whose interests, activities and characteristics are heterogeneous. Therefore, it is not surprising that the processes in the destination system are extremely complex, since they arise from different levels of its complex structure.

The next feature of the destination system is feedback or feedback which is achieved as a result or consequence of the action of the process in the destination system. Feedback also constitutes a set of results or effects of processes which, like processes, we can monitor at different levels. At the local community level, feedback is most visible in the local population's attitudes towards tourism and its development. The satisfaction of the local population can be monitored through the level of the quality of life and through the prism of the development of tourism at the local level. We cannot ignore the fact that the quality of life is also a positive attitude of the local population towards tourism in direct relation to the overall tourist experience of the tourists (Coccosis and Constantoglou 2008; Diedrich i García-Buades 2009; Alhasanat 2010; Parker et al. 2010; Deery et al. 2012) although not necessarily in direct contact with tourists. That relationship is very intangible, subtle and fluid, but in no case is it a negligible factor in the

quality of a destination product to which sufficient attention should be paid in planning the future development of tourism.

The next area or level of monitoring feedback is the quality of service in the perception of guests, and this is visible in the satisfaction of tourists. The degree of tourist satisfaction greatly affects the quality of the destination product and its competitiveness. It is known that many hotels and other carriers of tourism offers monitor the satisfaction of tourists through surveys, interviews (direct contacts), forums, etc., however, the important fact is: what do they do base on the results obtained with these methods. If the results are such a measurement of tourist satisfaction data that is used in the process of adopting a decision with the implementation of which we achieve better results, then we could say that we are on the right track, but if not, we are not doing enough to raise the quality and competitiveness of the destination. In addition to the local community and tourists, employee satisfaction is very important, which also forms the basis of the quality of the destination system. Motivated and satisfied employees in tourism certainly contribute to the quality of the services provided and the overall tourist experience of the tourists, so it is not surprising to associate the quality of the employees with the quality of the services provided. Considering these three levels we come to the conclusion that at the highest level destinations can generally judge the success or competitiveness of a destination based on its actions - why its management is deserved. In addition to the local community and tourists, employee satisfaction is very important, which also forms the basis of the quality of the destination system. Motivated and satisfied employees in tourism certainly contribute to the quality of the services provided and the overall tourist experience of the tourists, so it is not surprising to associate the quality of the employees with the quality of the services provided. Considering these three levels we come to the conclusion that at the highest level destinations can generally judge the success or competitiveness of a destination based on its actions - why its management is deserved. In addition to the local community and tourists, employee satisfaction is very important, which also forms the basis of the quality of the destination system. Motivated and satisfied employees in tourism certainly contribute to the quality of the services provided and the overall tourist experience of the tourists, so it is not surprising to associate the quality of the employees with the quality of the services provided. Considering these three levels we come to the conclusion that at the highest level destinations can generally judge the success or competitiveness of a destination based on its actions - why its management is deserved. therefore, it is not surprising to associate the quality of employees with the quality of the services provided. Considering these three levels we come to the conclusion that at the highest level destinations can generally judge the success or competitiveness of a destination based on its actions - why its management is deserved. therefore, it is not surprising to associate the quality of employees with the quality of the services provided. Considering these three levels we come to the conclusion that at the highest level destinations can generally judge the success or competitiveness of a destination based on its actions - why its management is deserved.

Considering the destination system, we can simply say that it is a set of some elements and processes that connect those elements so that certain results of the process occur. These results may seem a valuable basis in the decision-making process (management) of the destination and serve the management as a starting point for all future moves and activities related to the development of the destination.

Another characteristic of the system of tourist destinations is stochasticity. That characteristic derives from the nature of the destination because it is composed of anthropogenic elements (man). In fact, the destination system derives from the tourist system, which is part of a social system, and hence the basis is in anthropogenic factors. Precisely because of anthropogenicity, such systems differ from exact ones (e.g. mathematical systems) where it is possible to expect

exactly certain, predetermined results from the process. In social systems, due to the unpredictability, dynamics, variability and instability of anthropogenic factors, we can never expect equal results despite the standardization of procedures and processes. Stochastic systems, due to their dynamics, result in random results, in contrast to deterministic or artificial systems where the behavior of the elements is determined or even programmed (robots, information systems with greater requirements, etc.). Unlike deterministic systems, stochastic systems must necessarily be managed and directed because they cannot be regulated precisely because of the unpredictability and dynamics as a consequence of the anthropogenic nature of such systems. Because unpredictability and variability can be expected different results and a large number of possibilities in the operation of such a system that certainly affects the quality of service and tourist satisfaction. Unlike deterministic systems, stochastic systems must necessarily be managed and directed because they cannot be regulated precisely because of the unpredictability and dynamics as a consequence of the anthropogenic nature of such systems. Because unpredictability and variability can be expected different results and a large number of possibilities in the operation of such a system that certainly affects the quality of service and tourist satisfaction. Unlike deterministic systems, stochastic systems must necessarily be managed and directed because they cannot be regulated precisely because of the unpredictability and dynamics as a consequence of the anthropogenic nature of such systems. Because unpredictability and variability can be expected different results and a large number of possibilities in the operation of such a system that certainly affects the quality of service and tourist satisfaction.

The next characteristic of the destination system that arises from stochasticity is dynamism. It is constant variability and uncertainty in the system that is both a threat and an opportunity for its growth and development. If we see the changes as levers of development because they enable the improvement of processes and feedback, all in order to provide an excellent tourist experience for tourists. Since the system works in an environment with which it also constantly communicates - exchanges information - dynamics is a constant that the system constantly "imposes" on it. changes and adjustments. This phenomenon is the simplest to display for example climate change (green winters, sea level rise, global warming) or natural disasters, volcanic eruptions, floods, earthquakes) that represent the reality that many destinations face. And political instability (wars, refugee crisis, terrorism) in some parts of the world are due to the dynamics affecting the destination system. The dynamics in the destination system are real and constant and it is only certain that there will be constant changes. What is important in a destination system is how that system reacts to and changes in order to act as efficiently as possible.

The following characteristics are related to the dynamism of the destination system: flexibility, openness, vitality and innovation of the destination system.

In the case of a proactive, timely and correct response to the destination system and its internal vitality, innovative shifts are enabled which, in addition to classic adjustment to the situation, can represent competitive advantages and ensure long-term success in the destination's tourist market.

First of all, this is about how to respond to changes, how to consider the destination product due to the change and what concrete means of adaptation in the overall tourism experience.

The openness of the system is necessary to enable the transfer of information, knowledge, culture and good practices that can be very useful for the destination system. The openness of the system allows it to work, develop, upgrade and progress, therefore this is a characteristic of the destination system undoubtedly when it comes to the effectiveness of the system, its

processes and the accompanying feedback. Due to the high degree of complexity of the system; the nature of the destination's supply and expected demand, organization is necessary in the system. The organization allows the coordination of the actions of its many participants that lead to the basic goal or sine qua non of each destination: the integrity and uniqueness of the tourist experience. Without coordinated action, the destination system cannot provide an excellent tourist experience which is a feature of providing competitive advantages to the destination. Optimally, the organization of the tourist destination requires clearly defined rights and duties and clearly defined functions and goals of all actors. It is a common situation in practice, for individual actors to perceive their goals and functions as more important than others, therefore their interests are often opposed because personal interests prevail before the collective, and in the destination it is about collective interests.

Coherence or coordination of the activities and interests of all actors at the destination is a key prerequisite for achieving optimal conditions for ensuring the integrity of the destination product, the greater the efficiency and quality of the overall operation. In addition, it is necessary to have uniqueness, uniqueness and distinctiveness, with which the destination can be distinguished in the tourist market. The basis for this destination should be sought in natural, cultural, industrial, historical and other specific resources with the valorization of which we can expect innovative shifts leading to competitive advantages. That is why the support is looking for the specifics primarily in the identity, authenticity and own characteristics that should not only be well known but also internalized at all levels of the destination product.

Destination structure is also a characteristic of the destination system and every other existing system in nature and society. Common features of any system are its parts, connections and relationships between these parts, the system's dynamics and environment. As is the case with any system and we can understand the destination system and manage it based on that, if we understand its structure. It is knowledge of connections between parts that is more important than knowledge of individual parts of it. It leads to the conclusion that the entire system can be determined based on the interactions that govern it. It is characteristic of the relations between the parts of the system that they have certain common characteristics like the system itself; relative autonomy, however, it must not endanger the entire system; linkages and interrelationships can result in synergistic effects; while the openness and dynamism of the system is a prerequisite for its development and progress. Any change in a certain part of the system means at the same time a change in some other part of it (Laws 1995), be it a change of quantitative or qualitative nature, whether the mutual relations or the general atmosphere in the system. Understanding any system is based on understanding its processes, reversible information and interactions within the system. These are the critical determinants of any systems in which destination management should serve as a valuable tool in destination planning, decision-making and management processes.

Necessity for applying marketing management to tourist destinations. The case of first creating a product and only then thinking about how it could be sold is called an old or outdated marketing concept or marketing as an instrument of sales policy. The modern concept of marketing, on the contrary, understands marketing as a concept of destination management in which, in the interests of the destination's goals, all activities are constantly directed to the present and future demands of the market. The main goal is to direct all destinations to the market. A marketing plan for a tourist destination is a necessary mechanism for the meaningful and effective management of many elements - products, positioning, markets, distribution channels, promotional activities - that make up the overall concept of marketing a tourist destination. It is important to emphasize that it is a planning document that is subject to constant review and whose success has been proven in the market. The construction of tourist infrastructure in the destination must be in accordance with the demands and needs of tourists,

as end consumers. It implies a comprehensive approach that will enable the assembly of all components into a strong and compact functional unit that will guarantee success on the market. Tourism development is a matter of interest to all "stakeholders" of a place, its public and private sectors. A common consensus is needed on the level, dynamics and direction in which tourism will develop. If there is, of course, marketing, which by definition is understood as a social and managerial process by which individuals and groups provide what they need and want,

The definition of a tourist destination given by Bakić (2005) could be expanded in that sense with the sentence: that an appropriate level of marketing and management activities is necessary, in order to animate tourists to arrive and to be satisfied during their stay in destination. The full definition in that case would be: A tourist destination is a more or less complete geographical entity that has attractive, receptive and communicative factors, i.e. all those natural, social, anthropogenic, cultural-historical, traffic and prerequisites for accommodation, food, rest, recreation and entertainment of tourists (ie built tourist offer), which require an appropriate level of marketing and management activities, with in order to encourage them to come to him and rejoice during their stay. In that sense, we need to understand the need to formulate and apply a global conceptual framework for tourism destination marketing management. Its constitutive elements are Bakic (2005): 1. Situation analysis; 2. Formulation of mission, goals and directions; 3. Formulation of appropriate global strategies; 4. Definition of strategic and tactical moves; 5. instruments of the marketing mix; 6. Control activity. A schematic representation of the conceptual framework of the marketing management of tourist destinations.

The components are very strongly connected and there is an interactive relationship between them. Each element represents a separate area. which occupies an important place in chronological order. Each individually, as well as all together, are elements of the conceptual model of marketing management of a tourist destination, enabling efficient and effective management of the same.

Marketing analysis at the level of tourist destination. Scanning the environment is the starting point in the marketing management of a tourist destination. It is about scanning all the factors that directly or indirectly affect or can affect the development of a destination. The purpose of the environment scan is to compare the strategic and external strengths and weaknesses, threats and opportunities, more easily (using the SWOT matrix) to determine the strategic directions in the development and management of the destination.

When we talk about the marketing environment of the economic entity and here when it comes to a tourist destination, it can be seen as internal and external. The external environment of the destination can be viewed from macro and micro levels. The purpose of the analysis of the external environment is to determine, based on a scan, the opportunities and threats faced by the destination, which are essential in the process of formulating the same strategy. Since the tourist destination is seen as a subject (whole), then the environment can also be interpreted here in a figurative sense and in the way it is explained in detail in the second chapter of this book when talking about the business subject. Here we will focus only on the synthesis of the main factors presented in table no. 1

Since the influence of local people and authorities as part of the microenvironment is not explained in the second chapter of the book (which is done starting with the subject of the second chapter), it will be explained here. The local population, or as the name "local population" or "residents" can often be found in the literature, has its own specifics. These specifics are:

- the population is interested in the development of tourism and strives to promote it, because tourism brings direct benefits (it affects employment growth, income growth, etc.);
- the population is interested in the development of tourism not to the detriment of the environment of the place where they live;
- tourists experience the local population as an integral part of the destination and see it through their overall experience acquired or acquired during their stay at a particular destination.

Table 1. External environment of the tourist destination, own interpretation.

Macro environment	Microenvironment
Political	Competitors
Economical	Buyers
Socio-cultural	Local population
Technologically	Authorities
Natural (ecological)	All interested

That's why we often talk about the kindness of the local population, their culture, hygiene, etc. Authorities are part of the external environment outside the destination. It refers to a wider spatial-geographic entity than that which surrounds the destination itself. Destination authorities are an integral part of the decision-making and management process.

The purpose of the analysis of the internal environment is to determine the strengths and weaknesses of the internal environment in the destination, which will later be used in the formulation of the appropriate strategy. According to Zecevic (2007), the key internal resources of a tourist destination are: culture and resources. "Culture as a strategic factor of a destination refers to a set of beliefs, values, expectations common to the inhabitants of the destination, which are reflected through the attitude towards foreigners and the impacts that tourism brings. On the other hand, the culture in the tourism industry itself reflects the prevailing orientation in the economy in terms of market versus production orientation. Wheelen and Huger (1990) discuss the following internal resources from the point of view of a tourist destination.

CONCLUSION

The lack of law and favorable policies that regulate the operation of the tourism sector in the Republic of Kosovo is the biggest handicap, and also the most challenging for normal functioning and development in step with the world trends of this sector. The tourism sector in Kosovo is developing according to the "see and do" methodology, which does not coincide with the trends and requirements of the global development of the tourism industry. The burden of the development of this sector falls on the account of private business, which functions as it can, but which is not based on any development strategy, in the absence of an institutional approach, principles and rules for the development of the competitive tourism sector not only in the region for more more.

In order to develop tourism and increase the number of visitors, a systematic and comprehensive change of tourism policies is necessary, which should be the only option for Kosovo tourism to be competitive and at least on the same level as neighboring countries in attracting tourists to Kosovo, therefore it is necessary to prepare the Law on Tourism as soon as possible.

The drafting of the Law on Tourism will be very useful for the economy of Kosovo, as it will directly affect the development of business, the reduction of unemployment and the increase of budget revenues. Businesses will benefit from the increase in the quality of services due to the adaptation of European standards in the field of tourism and accommodation and thus will benefit from greater arrivals of tourists. Kosovo will ultimately benefit from increased trade balance improvement and increased employment. The main goal and objectives of the legal organization of tourism in Kosovo should be:

- To enable tourism to become an important economic sector - a pillar of the economic development of Kosovo;
- To develop a legal environment for the efficient operation and growth of the tourism business;
- Ensuring sustainable use of tourist resources;
- To create institutions for efficient management of tourism in Kosovo

REFERENCES

- Abel, D., *Defining the Business: The Starting Point of Strategic Planning*, Prentice-Hall, Inc., Englewoods Cliffs, 1980.
- AMA Board Approves New Marketing Definition (1986), *Marketing News*,
- Asch, D, Wolfe, B., *New Economy – New Competition: the Rise of the Customer*, St. Martin's
- Bakić, O., *Marketing management tourist destinations*, Educons University, Sremska Kamenica, 2009.
- Baloglu, S., McCleary, KW, (1999), «A Model of Destination Image Formation», *Annals of Tourism Research*, 26(4): 868-897.
- Bieger, T. (2000). *Strategic competitiveness of destinations—the contribution of culture management*, *Tourism and Culture managing Change*, AIEST 50th Congress, Vol. 42, St. Gallen.
- Buhalis, D., (2000), «Marketing the competitive destination of the future», *Tourism Management*, 21:100.
- Crompton, J., Ankomah, P., (1993), «Choice Set Propositions in Destination Decisions», *Annals of Tourism Research*, 20: 461-476.
- Crotti, R., Masrahi, T., eds, *The Travel & Tourism Competitiveness Report 2015 - Growth through Shocks*, World Economic Forum, Geneva, 2015,
- Crouch, G., Ritchie, J., (2004), «Application of the audit concept for destination diagnosis», in: Weber, S. Tomljenović, R. (ed.), *Reinventing a Tourism Destination: Facing the Challenge*, (Zagreb: Institut for Tourism Zagreb), 7-25.
- Dwyer, L., Kim, C., *Destination Competitiveness: A model and Determinants*, *Current Issues in Tourism*, Vol. 6, No. 5, 2003 Press/Palgrave, New York, 2001.