

MARKETING MANAGEMENT OF TOURIST SERVICES AND MARKETING MANAGEMENT OF RELATIONS IN TOURISM

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***Abstract:** The aim of the paper is to present the specificities of marketing management of tourist services, which have a great impact on the operation of organizations that deal with tourism. Tourism is a branch of the world economy, which since its inception, with continuous growth, today has reached the highest level in terms of activities it covers. Marketing management of tourist services in tourism organizations is viewed as a system. This system is complex and open, and it consists of a set of subsystems that interact with each other. How to organize marketing management of tourism services or products, considering their specificities so that tourism organizations can achieve their missions, visions, goals, and guidelines through marketing relations more successfully will be discussed in this paper. The paper used market research travel destinations based on the motivation of consumers, or users of tourist services.*

***Keywords:** marketing management, tourism, tourism service, systems.*