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The impact of application of information-communication technology to increase the efficiency of management in tourism

Abstract

Modern business in tourism, in addition to the desire for greater productivity, cost-effectiveness and increased profits, is characterized by the speed and efficiency in which information becomes the key resource of each tourism company / organization. The implementation of ICT information communication in a modern business environment plays a key role in the process of improving and increasing the efficiency of management, that is, the business performance of enterprises that are engaged in tourism and its positioning on the market. By generating innovation, ie implementing modern information and communication technology, significant results are achieved in raising the quality of goods and services, organization of work, marketing, and consequently management in tourism. At the same time, regular monitoring and evaluation of the business performance of companies in a modern business environment with the application of ICT are the basis for establishing competitive advantage, but also for successful connection with the international community. Due to this importance of ICT and the Internet, future managers are working to work. The author's attempt is to point out the importance of innovations and their introduction to tourist organizations with the aim of improving management and professional performance.

Popular Internet services today provide an opportunity for people to communicate in real time with unknown people in remote areas. In this way, experiences on certain tourist destinations can be exchanged. It is this communication that complicates the business process and leads to the emergence of large amounts of data, and it is necessary to use modern solutions as well as the development of digital technologies that characterize significant expansion, as well as its potential application in many areas. The question arises where this segment of digital marketing improves the branding of the destination, or how does it encourage potential visitors to create a picture of the destination, and existing to maintain the destination experience? The solution to this question is one of the focus of this paper.

1 Introduction

The application of modern information and communication technologies (ICT) is one of the most effective ways of achieving and maintaining the competitive advantage of tourism companies on the market. Innovation, an important segment of modern business, involves the introduction

of new or upgrading of existing products and services, as well as the establishment of the introduction of newspapers in the organization of labour, marketing and enterprise management. Infrastructure basis of innovations in the modern information society consists of information and communication technologies (ICT). The impact of implementation and continuous improvement

Keywords

ICT, digital marketing, management, tourism, business performance

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of modern ICTs primarily affects the accelerated growth of productivity and economic growth of enterprises. This paper is based on the hypothesis that between the application of ICT innovations, that is, the generation of innovations and innovations in tourism and the improvement of management and business performance, there is mutual conditionality of the traditional concept of marketing communication, whether it is a tourist destination or some other product or service, thanks to the ever-faster and the growing development of technological innovation, is experiencing significant changes. The dominance of physical distribution and mass communication with large and heterogeneous market segments is reduced, and in today's modern form it communicates with the content intended for a precisely targeted group designed to create an image of the destination or maintain a positive image of the destination. Marketing of social networks and web-based marketing can be considered today's main destination branding tool. The reason is that these channels of communication show many helpful parties, help destinations, as well as tourist organizations, in improving the brand. Digital marketing is an indispensable part of designing the brand of a tourist destination.

2 Implementation of ICT in management in tourism

The implementation of ICT in tourism management can be viewed from two different perspectives: Developing enterprise potentials through the modernization of the management process using ICT and making profits using modern ICT. ICT implementation has become indispensable in the conditions of a modern business process, especially in the sphere of tourism, where the use of modern information and communication tools in daily operations has been increasing to a great extent. The ICTs are present in all phases of the contemporary management - from planning to control, and especially in the management and staff development, project design, business process management, and take the lead in marketing activities. The application of ICT does not only involve the computerization of individual business processes, but it involves the creation of a unique system of information that is used by the organization in the business, management, research and sale of products / services.

The continuous development of information technologies is reflected in the business operations of the entities in the tourism market in terms of the constant increase of efficiency in the business of tourist agencies, hotels and other factors of the overall tourism economy. They are applied in all areas of tourism industry: traffic, business system

of tourist agencies, hotel companies, business associations, international organizations, etc. One of the key conditions for the successful business of the tourism industry is to anticipate the movement and behaviour of tourist demand, i.e. analysing the needs of consumers of services, whereby it is necessary to thoroughly and constantly research the market, i.e. consumers / consumers. [1] In addition to the above, it is necessary that the enterprises of a tourism economy form a modern and efficient mechanism of communication and data exchange within the organization by forming an Intranet representing the internal communications network of the organization. In parallel with the introduction of ICT in the business of tourism industry operators, the full development of education of the use of ICT population, as the ultimate beneficiaries of the tourist offer offered on the market, is also necessary for the full effect.

2.1 THE USE OF ICT AND THE INTERNET BY CITIZENS IN SERBIA

2.1.1 Use of ICT

In the territory of the Republic of Serbia, there is an increase in the communication between the subjects of the tourist economy and the population through ICT, that is, through the use of websites, social networks, e-advertising, offers via e-mail, Monitoring and analyzing the use of ICT in households is very helpful when it comes to the way ICT is implemented.

A survey on the use of information and communication technologies in households in 2018 was conducted on a representative sample of 3600 households in the territory of the Republic of Serbia. [2] The response rate is 98.8%. With this, the presence of TV in the household is 99.7% and 59.5% for cable TV. The basic findings in this research indicate that 68% of households in the Republic of Serbia own a computer, which makes an increase of 2.7% in relation to 2017, 2.3% in relation to 2016 and 3, 7% compared to 2015, while the share of computer in households varies depending on the territorial unit: in Belgrade it is 78%, in Vojvodina 66%, and in central Serbia 65%. In the Republic of Serbia, 70% of households own internet connection, which is an increase of 4% compared to 2017, and 4.9% in relation to 2016. The share of internet connections is the highest in Belgrade, accounting for 79%. In Vojvodina it is 69.3%, and in Central Serbia 63.9%. In the urban settlements of Serbia, the growth rate of Internet connections is 0.4%, while that growth in other parts of Serbia is 6.0%.

When it comes to communication between the subjects of the tourism industry and the citizens, it is still largely based on the principle of direct sales,

that is, by making direct, personal communication between the dealer / service provider and the consumer or by telephone. The online sales of online arrangements are still low in anticipation.

In Serbia, 70.5% of people use the Internet in the first 6 months, 1.6% of respondents used the internet for over three months and 2.3% more than a year ago. Even 25.6% of respondents never used the Internet. The number of Internet users increased by 3.6% in relation to 2017 by 4%, compared to 2016, 2016 by 5.0% compared to 2015, and by 7.5% in relation to 2014. year.

2.1.2 Use of the Internet

The average number of hours spent on the Internet, according to the countries We Are Social, in the report for 2016, also provides statistical regional data, according to which Serbia has 4.73 million active Internet users, and 3.6 million active members of social networks [3]. Members of social networks are companies, associations, individuals, adults and children ... Statistical data published by relevant international agencies that monitor the development of the Internet of its services from various aspects indicate that the number of Internet users is increasing every day. More than half of the world's population today uses the Internet and its services. 37% of the world's population has active access to social networks. The number of those who access different Internet services from their mobile devices is also rapidly increasing and today it reaches over 34% in relation to the total number of accesses, including those who access the desktop from the laptop. The data presented in the paper indicate that, on the one hand, to work on the fact that the other half of the world's population is starting to use the achievements of information and communication technology. The use of the Internet results in enormous benefits for society as a whole. There should also be mentioned the existence of awareness of the negative consequences that the inevitability of "movement" in the virtual world, just as it is in the case of the real. [4] First of all, the security of Internet users, especially children, is at stake. Security experts in the Internet are tasked with developing appropriate cyber-communications strategies and helping to prevent and solve problems caused by Internet communications. At the same time, it is necessary to work on the education of individuals and the whole society and point out the negative consequences of (excessive) use of the Internet in order to use the opportunities offered by modern technology in the right way. Internet technology can represent the potential for development and advancement of individuals and individuals, only if it is properly used and if it is constantly working on education and its users.

Types of Internet use 1260 respondents, aged 18 to 66, residents of the city of Nis in 2018 are as follows:

- Reading online newspapers, magazines 73%;
- Finding information about goods and services 76%;
- Participation on social networks 68%;
- Internet / Video Calling 64%;
- Sending / receiving mail 62.6%;
- Setting up information on websites and sharing content over the Internet to others 43%;
- Use of services related to travel and accommodation 30%;
- Purchase / sale of goods and services over the Internet 22%;
- Internet banking 27%;
- Education on the Internet / Distance learning 17%.

From the results of the research carried out through the survey of the citizens of Nis, it is obvious that only 30% of the population of Serbia uses the Internet for the use of services related to travel and accommodation, that is information directly related to tourism and offers of tourist arrangements. Other data, for example, about goods and services in the amount of 76% indicates the possibility that through good marketing can influence the placement of a tourist offer or the entire range of goods and services offered by businesses in tourism. Modern business in tourism cannot be imagined without a well-designed marketing plan with the support of modern IT tools and the possibilities it provides, primarily Internet, as well as information and communication technologies. The condition for this is the use of the Internet. For this purpose, a survey was carried out on the basis of a survey of 45 small medium-sized enterprises in the South-Eastern region and Toplica that deal with tourism, which led to 53% of employees using the daily Internet, 32% of the employees use the Internet two or more times a week, 14% uses the Internet once a week, 8% of employees use the Internet less than once a week and only 2% do not use the Internet in business.

2.2 USE OF E-BUSINESS OF BUSINESSES IN TOURISM

The application of modern ICT in tourism implies the use of the Internet and global distribution systems (special types of information systems for the distribution of tourism products). These systems combine tourism service providers with service vendors / travel agencies and with users of tourist services and electronic (on-line) business in everyday business activities. The advantage of these technologies is facilitating cooperation with other subjects of the tourism industry.

A significant milestone in the form of significant

changes in the distribution on the tourism market is, in the first place, the greater use of electronic business, which is regulated by law and by-laws in Serbia, and it is also imposed as a mandatory form of business for all economic entities.

There is an increasing tendency in the world for tourists to book accommodation themselves, thus avoiding intermediaries and higher prices. For this reason, hotels on their Web sites allow customers (insight into free capacities, reservation and electronic payment. Tour operators turn to e-commerce to overcome the system of operations via GDS and help in Internet technology have achieved direct relationship with tourists. E-commerce is, in addition the other, enabled the number of employees to be kept to a minimum and keep the business at a good organizational level, which leads to a significant increase in revenue. The Run21 successfully implemented the integrated e-commerce system by integrating its business over the Internet with the internal Intranet system. Run21's Intranet has enabled the establishment of unobstructed successful communication between employees and giving quick responses to clients, regardless of their distance that has enabled this agency to have competitive advantages due to the rapid flow of information in relation to the classic information transfer. Read21 is expanding and becoming a popular form of business tourist agencies [5].

2.3 REDESIGN WEBSITES AND WEB MARKETING IN THE 21ST CENTURY

Today, as an indispensable part of the business, as well as the marketing space of the present web pages in the business of businesses engaged in tourism through 3D presentations, quality photos, video films, etc. Modern business requires certain adjustments to the end user. KIKT technologies offer modern solutions in finding the most optimal search services on Web sites. There are more and more simple and quick fixes, Websites that can easily answer the questions. There are a few of the most important principles that need to be respected in order for Web marketing tourists.

Successful organizations: SEO optimization (optimization of the site, if its content would be easily accessible through the Internet); Online credibility - one of the sole criteria of credibility is the transparency of the business; Sites should be mainly informative, without excessive content such as education, instructions, and the like; Abstinence from the analysis of competitors - it is necessary to abstain from comparative parameters that are fixed to the document. It's enough to follow the prices and range of competitors' offerings and optimize your price and offer towards better and more favourable offers.

The problem is the synergistic effect of an Internet campaign is the integration of all types of online advertising into a comprehensive strategy of performance, which will reach the target group, no matter where they spend time on the Internet. An integrated online strategy reflects the use of social networks, the Google service, and the Newsletter tool in the individual measurements that corresponds to the behaviour of the target group, but it comes with initial care. After researching the target group, it is approaching determining their needs and creating a strategy of performance that we will not be distracted from, but attracting advertisements and, in the first place, giving them useful information for the tourist offer as well as information that will help them to choose what they offer.

2.4 MARKETING VIA SOCIAL NETWORKS

Facebook is one of the most popular social networks of today. has changed many spheres of everyday life: how we communicate with close people, how to get information, how we express our emotions and feelings. The following data testifies to the influence, significance and size of this network: in 2012, the number of users of this network reached 1 billion;

On August 28, 2015, it was announced that the number of users reached 1 billion in that day; every seventh person in the planet is actively using Facebook on a monthly basis, with 48% of users over 18 years of age accessing Facebook on a mobile device. Serbia is also following this trend and this market has significant potential: Serbia has 3-3, 5 million monthly active users older than 18 years; 46% of monthly active, adult users of Facebook.

Facebook, a platform where people spend a large part of their time, has become an inevitable part of Internet marketing in Serbia. With a well-managed marketing campaign, users are bound to a specific brand. Benefits of Facebook advertising in the offer of tourist goods and services:

- Two-way communication - a very important benefit on Facebook is feedback in the form of a leech, comments, questions, or content sharing from a site where users express their position on the campaign and brand.
- Finding the most relevant target population - with a precise targeting system for Facebook ads, it's possible to present a campaign message to targeted user groups, and they in turn receive product / service information that really interests them.
- Placing information in different forms - through texts, photos, embedded links, video clips can be promoted creativity in the campaign
- Increasing brand awareness is important both for well-known and new brands in the market.

One of the main goals of the campaign is to

create a loyal relationship with the followers through quality content and attractive offerings to be adapted and interesting.

Creating a Marketing Strategy in Tourism Facebook advertising takes place by: exploring the market, finding the right target population, highlighting the advantages over the competition, creating and designing ads, leading a tourist campaign, optimizing a tourist campaign in accordance with the results monitored, creating and adapting " landing page "or an application driven by a click on an ad, permanently runs the Facebook page on which the travel agency advertises, searches for material, designs posts and publishes interesting and relevant content on the site, optimizes the performance strategy according to the results, conducts professional communication with users pages and detailed monthly reports on page visits are produced.

Google ads (Google AdWords) are a modern, one of the best and most widely spread online advertising platforms launched by Google in 2000. Google has a 12 billion search every month, and with Google ads, it's possible to take the best positions in Google Search and reach potential customers. Of course, ads are not showing for all queries on Google, but only for those that are relevant to business related matters. If targeting tourist services, the Google search engine will find them with the help of key words.

Some of the significant numerous advantages of advertising on Google include: measurability, quick results, pay per click, precise targeting, timeliness and control. When it comes to the application of ICT innovations in marketing, it is primarily about the implementation of new marketing methods, which is greatly influenced by the development of the Internet, which transforms the way of doing business in the functional area of marketing. The result of this impact is the development of Internet marketing, e-commerce, as well as the management of customer relationships, that is, the establishment and improvement of a customer base. Modern business environment and trends of globalization imposes imperatives on companies to transform from traditional enterprises into new, contemporary forms of organization, which are more open, more flexible and innovative. ICT, and in particular the Internet, made it easier to cooperate and communicate on the individual-organization relationship and become one of the most important sources of competitive advantage. The analysis of the impact of ICT on the improvement of business performance of enterprises can be realized based on different methods, ie access.

In addition to analyzing the impact of ICT on improving the company's business performance, it is also necessary to make valid reporting on the

results of implementation of ICT innovations.

The necessary measures to improve the performance of the business process. On the other hand, if the perf of the cabinet is too ambitious, the need for revision of the standard or objective of performance is imposed.

3 Digital marketing in tourism

An important role in the development of digital marketing and its application in branding the destination was the development of the Internet itself, which reversed the image of the marketing web, and its components became flexible, interactive, dynamic and transparent. Social networks are getting more and more attention, and it is more likely to be caused by marketing experts in a particular group of consumers, as consumers lose confidence in large posters, brochures, advertising programs, TV ads, etc. A two-way communication is being created, in which users are engaged to express their praise or criticism for making feedback agencies useful for their improvement of the service. Social networks were first tools for private communication, and today they are serious business tools. The power of convincing clients / passengers is facilitated and relaxed. New Age Marketing: Internet marketing or online advertising (e-Marketing), product advertising and Internet service [6] are rapidly evolving and showing tremendous potential in the coming period. Advantages of the Internet as advertising media are numerous: efficiency, interactivity, availability and low advertising costs [7] enable real-time interactivity, which is itself a source of great marketing opportunities.

3.1 THE ROLE OF SOCIAL NETWORKS IN TRAVEL PLANNING

3.1.1 *The role of social networks in travel planning and travel*

Social networks, defined as a web-based service that allows an individual to build a public profile or private profile within a particular system, articulates a list of other users with whom they share a link and observe and use a common list of connections and lists of others within the system [8].

Research shows that even 90% of users listen to their friends' recommendations when buying a product or service, while 70% of users listen to advice and opinions from people who do not know them, but follow them through social networks.

Social networks have an impact on users at all stages of the purchasing process - before, during, and after using, but in varying degrees and with different goals, before traveling for decision making and creating expectations for the tourist

experience that follows. The "social traveler" becomes a multidisciplinary consumer due to the simultaneous use of a wide range of technologies and devices at his disposal [9]. The tendency of people to use social networks at different stages of planning and realization of travel can be changed according to cultural and age differences. The Internet is used in the pre-sales phase (for information on content, prices, etc.), during the realization of the trip and after the end of the guest's stay at the hotel and destination [10].

The most common seven online activities of the surveyed tourists are [11]: research ahead of the upcoming road, reading reviews and rating of other travelers, exploring destinations, transportation options, pricelists and hotel offers, viewing online ads, watching video materials, searching for more information on the forthcoming journey. Virtual communities can encourage new travel ideas. A study by Google / Ipsos shows that 68% of respondents are beginning to search for ideas on the Internet before deciding on a particular destination [11]. The crucial role in seeking the information is social media. Recent research confirms the importance of online commentary during this step, because they can be important, and above all, a useful source of information [12]. In that sense, comments, photos and video clips of other tourists can be helpful in making decisions [13]. The so-called "whirling" of videos and pictures has a positive impact on reducing perceptions of risk and decision-making. Community of content such as Pinterest and YouTube can also be a significant instrument for closing the inspiration for potential travel [3]. Research shows that in the phase of overtaking, tourists are seeking information about accommodation and transportation, but in the recent times the Internet environment has become a place where people are looking for other travel related information (cultural and historical attractions, shopping centers, restaurants, etc.) [13]. During the journey, the importance of mobile phones dominates, because of which tourists are constantly looking for information about weather forecasts, restaurants, sites, leisure activities, etc. Searching information during travel may aim to reduce risk perception and increase security of choice [14]. Also, the important activity of tourists during the journey is to place online travel estimates on sites such as the Trip Advisor. Many different studies have pointed to the importance of social media in the pre-trip phase (for information) and the post-travel phase (for sharing activities), however, recent research points to the great importance of social media during travel [15].

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3.2 MODERN MOBILE APPLICATIONS IN TOURISM, SO-CALLED. TOURIST SEARCH ENGINES

Over, free and easy-to-use, TripAdvisor, which contains over 225 million reviews and user reviews that can help new users of the app, can be rebooked with the best hotels and restaurants and the cheapest flights. It is available on Google Play and App Store operating systems in 21 languages. The application uses Google Maps, and they use the USB memory of the phone (they store the folders that are downloaded). According to the 2014 Distimo Survey, TripAdvisor's most popular application for travel, judging by the downloads from the App Store [20] In 2015, the number reached over 100 million

downloads. Free application accessible and offline mode The Wikitude application, created in 2008, a global travel guide that uses Wikipedia, GPS, compass and sensors to find the device's position, uses the user by directing his cellphone to an object, and the application removes the GPS based location and orientation orientation from the Internet everything that is available about that object and the information displayed to the screen. The app allows: Search over 100 million sites and user-generated content, find specific places and objects by different categories, find mobile deals, discounts and coupons for grocery stores, searches hotel and restaurant recommendations from the TripAdvisor, Yelp, Facebook, Twitter. In 2015, she received the "Honourable Mentions for Best Tool" award, and she was voted the "Best AR Searcher" for four years. Available in the App Store and Google Play Playsystems. The app has about a million downloads and about 106,000 reviews. The Trivago Travel Brochure specifically focuses on hotels, compares prices for over 800,000 hotels and over 250 booking sites and other aspects of the hotel's stay. Free mobile application Expedia Hotels, Flights & Cars helps the user from planning to booking a hotel, flights, renting cars and get tickets for museums, theme parks, tours, concerts and various other activities. Expedia. It offers many savings on hotel rooms, and also 40% discount when booking accommodation through the application. The user can read reviews of previous users of a particular accommodation and search hotels by different categories, promotions, discounts or reviews. The app is available on the App Store, GooglePlay and Windows Store systems. There are over 10 million downloads and about 72 000 reviews.

3.4 STATISTICS OF THE USE OF MOBILE APPLICATIONS IN TOURISM

According to the results of the ABI Research survey, over 56 billion applications were taken by the end of 2013, although this number is believed to be higher (29% annually). By the end of 2017, over 200 billion applications. 85% of tourists use smartphones to plan their trip, 72% of people put photos from their travels to social networks like Facebook, 46% of tourists will announce where they are on their smartphones, while 15% of tourists will download a tourist app to plan their trip in advance. According to statistics, the World Travel Market (WTM) Industry Report and Global TrendsReport, regarding the use of mobile travel and tourism applications, for 2014, 60% of people who own a smartphone have downloaded a tourist application, of which 45 % regularly use them to plan their journey [21]. 30% of tourists use travel mobile applications to find the best hotel deals, 29% to find the best airline flights,

62.1% tourists use applications to find the best restaurant, 55.8% to check the weather, 49.1% to watch the destination map, 48.1% tourists use mobile GPS, 36.1% of tourists use applications to find the most popular shopping spots, 12.6% how to make a bus and 8.1% to buy tickets. According to Euromonitor International and its research results, on-line shopping in tourism is growing on average by 10%. According to statistics, the most popular mobile tourist application is TripAdvisor which has 230 million downloads and 150 million monthly active users [22].

4 Effects of improving management in tourism by the use of modern ICT solutions

In the new era of ICT, which increasingly occupy a primary place in all spheres of society and business, success is guaranteed only to those organizations that are globally oriented, highly productive and who can boldly invest in the knowledge and skills of their ICT related employees. Knowledge also means finding a better way of creating a resource that has always been a basic requirement for increasing productivity and long-term economic growth. Modern conditions of business and life in general, and with it a new economy, will condition the acceptance of the application of knowledge in the knowledge of the decisive determinant of success. When it comes to tourism, the key to success lies in the implementation of innovations, ICT technologies and the economy based on the announcement, that is, in the learning organizations, the successful creation, distribution and use of knowledge. Tourism and what it offers based on the knowledge and application of modern ICT also requires skills that are general and highly transient, such as problem solving or the ability to learn in an adventure. The right challenge for tourism organizations is to demand that they be transformed into modern centres for the distribution of information, offers and quality services. For workers in organizations dealing with tourism, the main challenge is reflected in the continuous improvement and expansion of already acquired knowledge and skills through learning in the workplace and in a less formal environment with the use of modern information and communication technologies. Knowledge management is valid, ie. that it includes paying particular attention to the creation, maintenance, application, expansion and quality application of ICT solutions offered on the market in order to improve the effects and create an increased value, i.e. realized the profit. The application of modern ICT solutions is today most often seen as an object or as a process, but also as an investment in the survival of the company. Organizational knowledge related to the application of information and

communication technologies is related to the organization's culture, structure, technology and people. The company depends on what information to qualify as an intellectual property based on knowledge generated through the use of information and communication technologies.

4.1 REMOTE WORK WITH ICT - E-WORK

Work from home or how modern ICT experts call telework, e-work, telecommuting, e-commuting, etc. Thanks to the development of information technologies, work is also possible in the offices of the office which proves that the business related to tourism can be successfully dealt with. It rejects the rules of classical work and is the result of the accelerated development of information and communication technologies and the increasing demands imposed by the rapid pace of human everyday life.

E-work is becoming more and more prominent in many tourism companies around the world. Companies dealing with tourism and tourism related services are very suitable for implementing the E-work business model.

E-work does not advise beginners and people who do not have work experience. Tourist organizations around the world that employ people in the distance before starting a job are organizing psychological tests and tests of knowledge of modern IT tools.

In order to increase the performance, many modern organizations, including a large number of those engaged in tourism, organize courses, examinations and trainings that include tritematic units:

- 1) Educating and checking the knowledge and skills for a specific job to be performed, which is also necessary in a classical tourist agency, hotel or transport company,
- 2) Educating and checking the knowledge necessary for working at home, which means: computer work, use of the Internet and other communication devices, developed communication skills through Internet and telephone, good organization, knowledge of computer programs and the like,
- 3) Ownership of responsibilities,

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independence in decision-making, assessment and management of project documentation, conducting marketing campaigns, updating data, participation in extension networks, and more.

5 Conclusion

Modern digital marketing techniques, such as social networks and mobile applications, are dominating the market. An ideal medium of communication is one that has the appropriate reach and impact on the consumer. Social networks are characterized by two features: communication with a wider audience and opening an account is completely free with a very simple procedure. In addition, the social network is characterized by interactivity that implies active participation and the involvement of consumers in the process of communication with a tourist destination. So, social networks are one of the key "tools" to create a successful relationship with users of products and services. Through the interactive content-based social network, the consumer finds out that the tourist destination cares about his opinion and satisfaction. Consumers will be aware of such an approach and with greater pleasure to follow the profile of the tourism brand and be active in discussions of the input. The ability to respond quickly to users' needs with the help of digital marketing makes it possible for trust between the home and the brand of a tourist destination to build trust and achieve long-term loyalty, easier entry to the market and more precise segmentation. Travelers investing in digital marketing, new technologies and tracking international broadcasts, affect the image of the destination and the competitiveness of the tourism market, which ultimately leads to an increase in the number of visitors, reduction of costs and total revenue. We can conclude that social networks and mobile applications, as the most dominant forms of digital marketing, directly influence the perception of the image of the brand of the destination, to create the credibility and competitiveness of the destination.

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