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## ***Introduction***

The main goal of all marketing activities of tourism is satisfying the needs and wishes of potential tourists in the way that ensures increased sales and profit in the long run. Business results of a tourist company depend largely on the satisfaction of customers. Returning costumers as well as established relationship of loyalty are signs that the company is doing well on the tourist market. Successful marketing strategies based on the knowledge of potential tourists' needs and wishes determine sales and profit of a particular company or country. Expected sales and profit are influenced by the level of satisfaction of customers, i.e. tourists who trust a particular travel company.

The knowledge of the needs and wishes of potential tourists is an essential input for a country to make marketing related decisions. Information on potential tourists' behavior in different situations concerning the choice of tourist destination creates a solid basis for planning marketing strategies, such as differentiation of tourist products and service, positioning or re-positioning of tourist products and services, segmentation of the tourist market, etc.

The more pieces of relevant information on customers and services on the tourist market, the better marketing activities aimed at driving potential customers' behavior. The knowledge of customers is a good basis for making marketing decisions unless the reality requires new additional information. Anyhow, marketing research into the potential customers' behavior is irreplaceable and invaluable.

Marketing research into the behavior of potential tourists in the process of making a decision about a tourist destination uses the results of research carried out in many specialized disciplines, such as geography, sociology, psychology, anthropology, economics, etc. which deal with particular modes of potential tourists' behavior so as to make it possible to understand those different modes, as well as to ensure satisfying tourists' needs and achieving business success. Potential tourists' behavior is primarily determined as micro marketing research.

Traditional marketing approaches are not sufficient any more to satisfy modern, complex and dynamic tourist demands. Strong partnerships between different stakeholders, especially between private and public sectors are necessary in order to be successful, competitive and to achieve its desired market share in the market where new destinations appear every day. The segmentation of customers and markets is an essential ingredient of marketing effectiveness and should be taken into consideration before targeting the potential visitors. Only by targeting the segmented customers will a destination maximize the effectiveness of its marketing and promotion.

Tourism, as a phenomenon of modern human development, is rapidly moving forward toward its own perfection. The percentage participation in the total structure of the migrants who are traveling in order to meet their tourist needs also increases. The tourist influences are numerous and of diverse qualitative consequences for the sociability of the humankind, starting with the discovery of new geographical environments, the connection and communication among people.

In the creation of the tourist offer, emphasis should be laid on the extraordinary and natural motives never touched by a human hand, the magnificent compositions of anthropological and natural qualities values that impress with their endemic, rare and unusual species of flora

**----- CEO RAD MOŽETE PREUZETI NA SAJTU -----**

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**MOŽETE NAS KONTAKTIRATI NA E-MAIL: [maturskiradovi.net@gmail.com](mailto:maturskiradovi.net@gmail.com)**