TOURISM MARKETING IN LITHUANIA

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Abstract
Article analyzes tourism marketing and advertising in Lithuania, tourism marketing and advertising definition, tourism statistics. Each marketing really starts with the plan. The marketing plan in this case is what will be done precisely in order to attract visitors. Advertising is very important in tourism marketing. Individuals and organizations are pushing for a precise budget that they will focus on advertising costs. At the end of each tourist season, you need to use a marketing plan to set goals for the next year or the next season. Marketing of tourism can be expensive enough, especially if you want to attract tourists from other countries in the world or in Europe.

Key words: tourism, tourism advertising, marketing, travel

JEL Classification: M31, M39

I. INTRODUCTION

In order to attract potential customers and pay attention to the proposed tourism product, Lithuanian tour operators and agents must report on it, indicating the advantages, prices, time and other necessary information that would help to sell the organized trip as soon as possible, attract customers, and therefore tourism promotion business is necessary. Promotion used by businesses in a variety of ways. Describing advertising is quite complicated. Promotional activities can be analyzed from different positions: economics, psychology, social science, technology, social culture, etc. We can define advertising as a short, emotionally-friendly information directed at consumers and aiming to increase sales. It helps in shaping interests, customs, preferences, overcoming mistakes and assumptions, serving the cultural, polar, moral and aesthetic upbringing of people. It all depends on the type of service or product being advertised. Of course, it must be admitted that advertising is nevertheless a planned and non-invasive form of influence that encourages people to carry out advertising activities and is a key element of a marketing mix that shapes a consumer's attitude towards a product or service. Aim of this article to analyzed tourism marketing situation in Lithuania, Lithuanian tourism statistics. Object of article – tourism advertising and marketing,

II. TOURISM ADVERTISING AND MARKETING DEFINITION

The word advertisement appeared around the 17th century. In 17 century this name was recognized by the store owners as the name of the commercial information. Later appeared yield, magazines, cinema, radio, television. Today, advertising is being prepared by a computer, a new form of advertising has appeared - advertising on the internet, having the most massive audience and no state border. Advertising has become a mysterious part of the arts, mathematical calculations and marketing, economics. In order to attract potential customers and pay attention to the proposed tourism product, tour operators and agents must first report on it, indicating the advantages, prices, time and other necessary information that would help to sell the organized trip as soon as possible, attract customers, and therefore tourism promotion business is necessary.

It is possible to distinguish the following tourism advertising benefits:

1. Advertisements provide information to buyers. Consumers are introduced to the new product, features of new travels and other achievements of potential development;

2. Advertising strengthens the co-operation with the consumer or encourages them to trust them.

3. Advertising creates the image of tourism services.

Table 1. Tourism advertising and tourism marketing definition

Author	Definition	Higlight
Salehi, H., Farahbakhsh, M. (2014)	The tourism industry has to use advertising as the main tool for professional benefits. The successful tourism promotion in each country is based on cultural values and professionals understanding advertising and its values.	Tourism advertising create professional benefit based on cultural values and professionals understanding advertising and its values.

Un-Kon Lee (2017)	„Characteristics of a new type of ITA could be described as follows: it could be made by the international tourists themselves, it contains not only pictures but also tour stories and tourists' experiences about a destination, and it has been published and distributed on social media platforms such as Youtube.com"	It contains not only pictures but also tour stories and tourists' experiences about a destination
Monsef , S.,M., Raji, M. (2013)	„Advertising is outcomes of organization as impersonal communication and payments through various media to inform or persuade audiences forming part of the public, as organization environment."	Outcomes of organization as impersonal communication
Mwinuka, O., H. (2017)	„Tourism marketing is an essential element to tourism in general as it lies in designing strategies and communications appropriate for target markets so that profits can be generated (Donohoe, 2012)."	Appropriate for target markets so that profits can be generated
COMCEC (2015)	"Traditional consumer marketing for tourism brands has focused heavily on print, television, radio and billboard with tour operators and travel agents serving as gatekeepers between destination brands and potential travelers".	Focused heavily on print, television, radio and billboard with tour operators and travel agents
Živković,R., Gajić, J., Brdar, I. (2014)	Digital users in tourism can interact and share information with other tourists/friends using different platforms (blogs, forums, wikis, video and photo sharing to social networks, virtual communities, chat rooms and pod-cast).	Can interact and share information with other tourists/friends using different platforms

III. TOURISM SITUATION IN LITHUANIA

Lithuanian tourism market is growing. Number of trips of residents of the country with one or more overnight stays in 2018 in the first quarter compared to the same in 2017 quarter-on-quarter, increased by 0.7% (494,9 thousand trips in I quarter 2018, 491,7 thousand in 2017), the number of one-day trips increased by 5,8 percent (1st quarter of 2018 - 2.1 million trips, 2 million in the 1st quarter of 2017), according to preliminary data of Lithuanian Department of Statistics.

In the first quarter of 2018, the trip by a resident of the country in Lithuania was on average 2.23 nights (1st quarter 2017 - 2.26 nights). On average, a traveler spent EUR 63 on a trip during one trip (EUR 60 in the first quarter of 2017). The least amount of money was spent by the local tourists on leisure, recreation in their own home (EUR 24) and visits to friends and relatives (EUR 43), mainly for health (EUR 193) and shopping (EUR 114). Mostly one or more overnight stays were carried by persons under the age of 54, representing 71%. of all these travelers (Lietuvos statistikos departamentas (2018)).

Most (47%) of local tourists indicated their visit to friends and relatives as the main destination, at least (1%) - shopping. Leisure time, rest and holidays were 26 percent. local tourists, business - 13%, visiting of private housing - 4%, health improvement - 3%, other goals - 6%.

Day-trips were mostly visited by Kaunas (23%), Vilnius (19%), Klaipėda (13%) and Šiauliai (10%) counties, but also Alytus, Panevėžys and Utena (8%), Tauragė and Telšiai (by 4%), Marijampolė (3%) counties (see Table 2).

Table 2. Day trips visits in the first quarter of 2018 (Lietuvos statistikos departamentas (2018))

County	Percent
Kaunas	23
Vilnius	19
Klaipėda	13
Šiauliai	10
Alytus	8
Panevėžys	8
Utena	8
Tauragė	4

Telšiai	4
Marijampolė	3

In the first quarter of 2018, personal travel accounted for 74%. all travel abroad, business travel - 26%.

In the first quarter of 2018 tourists traveling abroad from Lithuania spent 186.5 million EUR or 10.7% more than last year over the same period.

In the first quarter of 2018 one resident of Lithuania spent an average of 473 EUR on an overseas trip, with an average trip of 6.3 nights, in 2017. - EUR 474 and 6.5 respectively.

In the first quarter of 2018 mostly travelers went to the United Kingdom (43.3 thousand, or 11 per cent of all foreigners traveling), Belarus (37.8 thousand, or 9.6 per cent), Poland (30.2 thousand, or 7.7 per cent), Latvia (29.0 thousand, or 7.4 per cent), Germany (23.5 thousand, or 6 per cent) and Norway (21.6 thousand, or 5.5 percent).

Table 3. Lithuanian journey abroad in the first quarter of 2018 (**Lietuvos statistikos departamentas (2018)**)

Country	Thousand people	Percent
United Kingdom	43.3	11
Belarus	37.8	9.6
Poland	30.2	
Latvia	29.0	7.4
Germany	23.5	6
Norway	21.6	5.5

Table 4 present Inbound, outbound and local tourism, when organizing tours and providing services by tourism companies. Days spent by tourists using travel agencies and tour operators in 2015 was 1 810,4 thousand, when in 2017 - 2 489,3 thousand.

Table 4. Inbound, outbound and local tourism, when organizing tours and providing services by tourism companies (**Lietuvos statistikos departamentas (2018)**

		Days spent by tourists using travel agencies and tour operators thousand	Number of tourist using travel agencies and tour operators thousand	Number of same-day visitors using travel agency and tour operator services thousand
2017	Departing Lithuanians	2 489,3	376,6	30,1
	Arrivals of foreigners	551,4	117,0	63,3
	Local	x	3,7	41,0
2016	Departing Lithuanians	900,6	275,2	22,1
	Arrivals of foreigners	422,3	107,6	42,4
	Local	x	3,4	67,3
2015	Departing Lithuanians	1 810,4	265,3	19,6
	Arrivals of foreigners	455,0	112,9	40,1
	Local	x	2,8	48,8

IV. TOURISM ADVERTISING IN LITHUANIA

In 2017 the State Department of Tourism presented a new video about Lithuania. It was used to introduce Lithuania as a tourist country in foreign markets. The message for foreign tourists was directed by Mykolas Vildžiūnas, the author of the idea is the Department of Tourism.

"According to a study by Google, while dreaming of a trip, as many as 66% of travelers watch video clips in their first journey - when they think about where to go or dream of a trip. Thus, a new video clip about Lithuania in this era of images was a necessity, "said Indrė Trakimaitė-Šeškuvienė, Temporary Head of Tourism Department. According Trakimaitė-Šeškuvienė the aim was to create a video that would not only represent tourism opportunities in Lithuania, but also promise tourists a unique acquaintance with a country that is not

similar to any other European country, would generate positive emotions and arouse a desire to visit and, of course, the concept of the country's tourism adequacy "Lithuania. Real is Beautiful ". "That's why we came up with the most impressive images of Lithuania through the emotions, sensations and experiences of tourists. After all, the modern tourist first looks for new experiences on trips ", - says p. Trakimaitė-Šeškuvienė.

Figure 1. Avertising campaign "Lithuania. Real is Beautiful "

In beginning of august of 2018 a modest promotional announcement of the widespread campaign of Vilnius, which will mark the city as a "European Point of G". There is a marketing plan, the capital and the capital's government so decided. They think that this will be one of the ways that Vilnius may be interested in the people of two countries (Germany and Great Britain). At the same time the capital's authorities still needed to combine the campaign's concept with the forthcoming Pope's visit to Lithuania. Vilnius is criticized for "G-point" advertising. The advertisement, in which Vilnius is called European G point, should raise associations with sex tourism. The main purpose of this advertisement is to draw the attention of the citizens of other countries. The campaign has received a lot of criticism. Archbishop of Vilnius Gintaras Grušas stated that advertising strengthens the image of Vilnius as a sex tourism city and exploits the sexuality of a woman for advertising. Povilas Poderskis, Director of the Vilnius City Municipality Administration, said that the advertising of the capital as a "European point of G" is the best ever created advertisement for the international market.
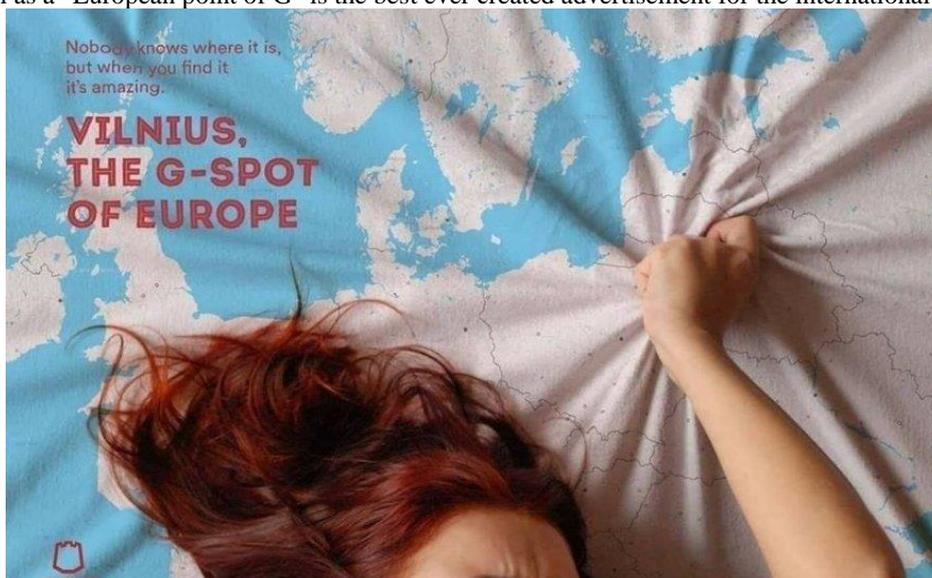

Figure. Vilnius city advertising

Advertising panels and video clips on social networks and on the Google platform advertise Vilnius for 18-35 years the United Kingdom and Germany people. Foreigners will be invited to visit the campaign website at www.vilniusgspot.com.

Advertising of Lithuanian tourism in London Metro Stations, outdoor advertising in Riga and Tallinn, UK travel magazine campaigns, Israeli daily newspapers, advertising campaign at Warsaw Airport, active positioning of Lithuania as an attractive destination for tourism in the digital world: TripAdvisor advertising campaign, travel booking portal " eDreams "site for Italy, one of OPODO's largest travel portals in Germany. All this has a positive effect on tourism in Lithuania. The main markets, of which , the highest number of tourists who traveled under Lithuania was at least one overnight, TOP10: Russia (43 thousand), Belarus (36 thousand), Latvia (29 thousand), Poland (25 thousand), Germany (18.9 thousand.), Ukraine (18 thousand), United Kingdom (11 thousand), Estonia (10 thousand), Sweden (6,6 thousand), Norway (6,1 thousand). The most optimistic indicator - even 25.3 percent. the flow of tourists housed in Lithuania from Germany has grown. There is also a steady increase in the number of tourists from Russia - 14.9 percent. more than in the same period last year. Long-distance markets, whose travel costs are the highest in our country, were also marked by growth: even 23.4%. Chinese rose 15.3 percent. Japanese, 5.7 percent - Israeli tourist flows.

V. CONCLUSIONS

Advertising with a travel agency is the easiest way to get your message across the tourism and travel industry. The variety of promotional feeds we can offer varies with any budget, while a flexible approach to combining different variations means you can compose the best campaign to reach the maximum exposure at the best value. Advertising campaigns in the tourism sector are attracting more and more tourists in Lithuania.

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