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The application of online marketing tools in marketing communication of the entities with the tourism offer in 2020 in Slovakia

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Abstract

This article discusses the situation on the online tourism market in Slovakia in 2020 and it focuses on the utilization of effective online marketing channels in the online environment during the year of pandemic. The utilization rate of selected online marketing channels has been identified and clearly described and compared according to the detailed content analysis and observation of the marketing approaches of analyzed entities with the tourism offer in Slovakia. The areas that the article focuses on the most are web pages, SEO, marketing on social media: Facebook and Instagram. As well as on the other factors influencing tourists' behavior directly or indirectly, where it is possible to include online WOM, blogging, vlogging, and mainly influencer marketing as well as online PR.

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1. Introduction

The travel industry is one of the sectors most affected by the measures taken against the spread of Covid 19. Security measures have required the complete closure of operations and radical restrictions on travel at the national as well as international level. Statistics show that this led to a decrease in traffic by almost 100%. (finreport.sk) This sector is one of the most important sectors of the European economy, due to the fact that Europe is the world's first tourist destination. The biggest losses are borne by countries that are almost completely dependent on tourism, such as Italy,

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Spain, France, or Greece. Within tourism entities, small and medium-sized enterprises operating in the sector can not cope with this crisis without state aid. The estimated drop in travel agency revenues is 70%, for airlines 90% and for hotels and restaurants 50%. And for some travel agencies, 2020 may be a liquidation year. (europarl.europa.eu) Crisis mitigation measures have been developed in the interest of the EU and specific solutions have been prepared and agreed upon at the national level. The Ministry of Economy of the Slovak Republic has prepared a legislative proposal to help tourism agencies and their clients to overcome the situation caused by a pandemic. Based on the developed proposal, tourism agencies have the opportunity to postpone the implementation of purchased tours until the end of August 2021 instead of refunding money. Customers could decide whether they would like to spend their holiday on the same date in the originally selected resort or they could choose another alternative. At the same time, the creators of the proposal also thought of a specific group of citizens who could ask the agencies for a refund. And changing the law and enacting vouchers is perhaps the only solution to survive this period. Other European countries such as Germany, France, Italy, the United Kingdom, and many others have chosen this approach. Only time will show the effectiveness of this solution in practice and the impact on the whole industry. At present, several travel agencies are announcing that the 2020 season will be liquidation for them (noviny.sk; Gulisová). In this challenging period, all the entities with the tourism offer strive to bring the possibility of traveling within the approved restrictions and try to motivate their customers to travel. Selected airlines and travel agencies allow free cancellation or changes for new bookings. This is advantageous for all clients who, due to the current situation, are hesitant to buy a ticket or vacation, for example at the end of 2020. Customers must follow current measures and monitor the European and world travel “traffic light” approach and individual conditions of entrance into the foreign country as well as monitoring conditions for coming back home to Slovakia (Regely 2021).

2. Theoretical background

The rapid development of ICT has given rise to a new concept in tourism: electronic tourism (e-tourism). (Shaffee, et al. 2019) According to Gajdošík et al. (2017, p. 14) this term is to be understood as *"the digitization of processes in tourism organizations, which makes it possible to maximize their efficiency and, from a strategic point of view, electronically influences the value process in organizations and helps to communicate with stakeholders."* Naturally, with the emerge of e-commerce, electronic marketing emerged as well. E-marketing includes internet (*Note: synonym web*) marketing, mobile marketing, geo-marketing, and online television. The online environment is advantageous for e-tourism mainly from the point of view of marketing communication applications, reservation of services online, operational processes, customer relationship management, and supply chain management. Electronic tourism has caused a change in customer behavior. Thanks to Web 2.0 users can create content available on the web pages and this way help the organizations as well as influence the stakeholders, mainly potential customers. This type of content is found on blogs, social networks, review sites, where visitors create online communities, exchange information, and at the same time other users respond to such content (Gajdošík et al. 2017; Zhu et al. 2019). For a long time now it has been a trend caused by the existence of search engines, the possibility of booking and purchasing services directly online on the websites of selected entities offering tourism, and the number of distribution channels is growing (*Note: There are more and more Internet booking systems and online travel agencies*). The impact of review pages is also significant. Given this trend of searching for information and creating your own package of services, it is important to re-evaluate and optimize the content of websites with tourism offer (Gajdošík et al. 2017, p. 185). Electronic marketing communication takes place mainly via a website, social media, or a mobile application. By using the mentioned marketing channels, the entity of tourism is able to reach the target market faster and more efficiently and adapt the content to the wishes of customers (Gajdošík et al. 2017, p. 26-27). Social media in tourism influence, the behavior of visitors, service providers, offer stakeholders, and tourism destinations. In the tourism industry, social media have made a huge impact on the way people search for and share information, and even make decisions about their destination. Since tourism-related products and services are relatively expensive and involving, travelers generally collect and review copious information for their decision-making processes (Barcelos et al. 2019). Mentioned reviews are significant part of electronic word-of-mouth (*Note: further in the text under the abbreviation e-WOM*). According to Henning-Thurau, Gwinner, Walsh and Glamer it can be defined as *"any positive or negative statement made by potential, actual or former customers about a product or company that is made available to a multitude of people and institutions via the Internet."* It is informal communication from one customer to other

potential customer and nowadays it spreads mainly via social media. And there appear influencer endorsement as well. Both can be considered as e-WOM because they represent customers sharing their experience and evaluation of a product or service with other potential customers (Henning-Thurau et al. 2004). However, in the present, social media has an influence in all phases of consumer behavior of visitors. Not only before obtaining information before buying the service, but also during the service when they share experiences and photos during the stay and last but not least at the end of buying process when they share their opinions and post reviews.

3. Methodology

The sources for this analysis were selected by a targeted survey of secondary data available online. The purpose of this analysis as well as of this article is to map the current situation and determine the level of utilization of online marketing tools in the sector most affected by the pandemic. The authors focused on studies providing statistics on the current situation in the tourism industry in Slovakia focused mainly on the online marketing tactics in the online environment and their utilization in 2020. The authors applied content analysis and observation. This analysis consists of the online marketing channels of the following entities with the tourism offer in Slovakia a) travel agencies, b) regional tourism organizations in Slovakia (*Note*: further in the article under abbreviation RTO) c) online portals with the accommodation and reviews offer such as e.g. booking.com, airbandb.com and the like. The authors focused on the following research areas: 1. What is the current offer of a) Slovak travel agencies, b) RTO and clusters in Slovakia, c) online portals with accommodation? 2. What online marketing tools analyzed entities apply within their online marketing communication in 2020? 3. What other activities did the pandemic situation stimulate? 4. What and how has changed the travel behavior of Slovaks? 5. What are the statistics on the Slovak travelers buying behavior in 2020? 6. What other relevant factors and information influences the situation and what are current major trends?

The authors searched for the latest information. The first level of information was provided by entities offering tourism services in Slovakia, then the consulting and research agencies, as well as research work and statistics. The second level of information was collected by using the Google search engine as one of the common techniques that simulate user experience (Bough et al. 2020). The main search keywords were directly related to the above questions.

3.1 Tourism agencies

On the Slovak online tourism market, it is possible to search for more than 60 active websites in search engines, which belong to Slovak travel agencies (trend.sk). The largest and most successful Slovak travel agencies own a website on which customers can list online catalogs along with the current and last-minute offer. Most websites have a chat window and visitors can subscribe to the newsletter. These entities also have accounts on social networks: Facebook (*Note*: further in the text under the abbreviation FB), Instagram (*Note*: further in the text under the abbreviation IG), and these accounts are active. Some travel agencies write a blog. Almost all travel agencies have an account on the social network Twitter, but at the same time, these accounts are inactive. Almost half try to contribute their own videos to Youtube. One of the largest and most successful agencies has an application and record a podcast. In the current pandemic situation, all entities try to inform their customers and potential customers about the current, constantly changing situation by publishing articles on blogs and sharing them, or in the form of FAQs. They also use regularly Stories on FB and IG. The largest and most successful travel agencies in the summer season 2020 began to use Stories more intensively. They have started to promote summer vacations abroad in real-time directly from selected destinations and specific resorts (*Note*: According to the current European travel traffic light.) mostly in Europe. They also adapted their offer for Slovaks who prefer a holiday at home and in selected hotels they offered convenient packages for families with their own animation team and the like.

3.2 Regional tourism organizations in Slovakia

The offer of tourism also consists of regional tourism organizations and tourism clusters. There are 34 regional tourism organizations in Slovakia. Their task is to build and develop regional and local tourism. The offer is mixed up to home and foreign travelers. The most famous organizations include: Liptov, Bratislava, Košice, High Tatras, Piešťany and many others. Within the current situation, several regions tried to support tourism in Slovakia by reaching

home travelers, but also tourists from neighboring countries in the form of marketing campaigns and online PR articles and campaigns on FB and IG. (sack.eu; slovakia.travel; strategie.hnonline.sk 1; strategie.hnonline.sk 2; mindop.sk) Among the product groups and lines within tourism are included: summer and winter tourism as the main ones, then spa and health tourism, cultural and urban tourism, rural tourism are equally important, congress, incentive activities, agrotourism as well as loyalty programs. (mindop.sk) Summer tourism was relatively strong, despite the fact that in 2020 the demand for certain groups dropped conditionally. Many Slovaks discovered the beauties of Slovakia, looked for well-known and lesser-known places and attractions, but spent less, often on one-day or weekend stays, or used accommodation at the family and friends and there was great demand on cottages, which were sold out first (Matusčáková 2020).

3.3 Web pages and portals with accommodation

The offer of tourism also consists of online web pages and portals offering accommodation reservations such as booking.com, airbandb.com, or tripadvisor.com. The offer on these portals has changed according to the current situation. For some destinations and specific facilities, the pricing strategy has been changing very often. The last-minute offer was very rich not only in the number of discounts offered but also in the breadth of the offer and availability on the market. As part of online campaigns, remarketing and promotion on social media were intensively used, while the promotion was strengthened on the accommodation facilities in Slovakia. However, the pandemic situation has affected already mentioned portals so strongly, that these companies are forced to lay off their employees. Despite the fact that Booking.com has received government assistance to mitigate the effects of the crisis, the company has announced the dismissal of 200 employees worldwide. Neither Airbnb nor Tripadvisor is better off. It is talked about the dismissal of a quarter of employees due to a significant drop in demand for tourism (Karásek, ČTK).

3.4 The comparison of analyzed entities with the online tourism offer in Slovakia

Based on selected criteria, the authors compared all three types of entities with the tourism offer. The aim was to analyze the largest and most successful travel agencies and regions of Slovakia, as well as the most popular web portals and web pages with accommodation among Slovak travelers. The basic and most used online marketing channels included: websites, SEO of analyzed websites, online communication via FB and IG. An analytical tool available on www.seonastroj.sk was applied to measure SEO. At the same time, other online tools were observed during the analysis, which are also listed in Table 1.1 (*Note:* The table has been created on December the 5th 2020.). Among other online tools, email marketing and marketing on Youtube are leading. Within 2020, updating the information available on the websites of the analyzed entities was considerably more frequent. The offer has been changing according to the current situation. Marketers of the travel agencies have been actively communicating via mentioned social networks. And in some cases, the use of IG intensified during the summer season, such as. in the case of travel agency Satur. The numbers of followers on most of the analyzed accounts have a slightly growing trend, despite the fact that Slovaks travel significantly less for rest and holidays abroad due to the pandemic situation. The observation took place from August to November 2020. Only in the case of travel agency Pelikan, the number of followers on IG became lower by about 100. All analyzed RTOs communicated their offer intensively and regularly. From the compared social networks, Facebook seems to be more favorite. However, people in general, as well as Slovaks, share their experiences on IG quite often, some regions receive free indirect advertising in the form of online WOM thanks to Instagram users. A good example is the region of Orava, which does not maintain its own IG account, however, under the hashtag #oravaregion it is possible to find more than 2 000 tags from real users. Liptov is one of the most visited regions in Slovakia already for a few years is leading in online marketing channels utilization. Marketers of Liptov use online television, video, and content marketing on Youtube as a means of communication and at the same time promotional means and online PR on a regular basis.

Table 1.1 The comparison of selected entities with the tourism offer in Slovakia and their utilization of online marketing channels in 2020

Analyzed entities with the tourism offer	Utilization of selected online marketing channels				
	Regularly updated web pages	SEO	Communication VIA FB	Communication VIA IG	Using another online marketing tool
<i>Travel agencies</i>					
<i>Pelicantravel.com s.r.o., Bratislava</i>	yes; www.pelikan.sk	score 69	yes; 175 254 followers	yes; 16 900 followers; #pelipecky 6 534 posts	blog, application, podcast, PR
<i>Satur Travel, a.s., Bratislava</i>	yes; www.satur.sk	score 45	yes; 9 698 followers	yes; 9 698 followers, #cksatur 3 016 posts	blog, email marketing, PR
<i>Hydrotour CK, a.s., Bratislava</i>	yes; www.hydrotour.sk	score 66	yes; 52 050 followers	yes; 15 500 followers, #hydrotour 4 494 posts	blog, email marketing
<i>Tip travel, a.s., Piešťany</i>	yes; www.tiptravel.sk	score 48	yes; 57 222 followers	yes; 5 955 followers; 2 001 posts	email marketing
<i>Kartago Tours, a.s., Bratislava</i>	yes; www.kartago.sk	score 51	yes; 23 268 followers	yes; 1 123 followers; 694 posts	email marketing
RTO					
<i>Bratislava</i>	yes; bratislavaregion.travel	score 60	yes; 63 493 followers	yes; 3 834 followers; #bratislavaregion 5 763	Youtube, application, email marketing
<i>Liptov</i>	yes; www.visitliptov.sk	score 54	yes; 25 375 followers	yes; 5 093 followers; #visitliptov 8 536, #liptov 142 069	Youtube, application, email marketing, online TV – Liptov News, online PR
<i>Trnava</i>	yes, www.regiontrnava.sk	score 57	yes; 17 149 followers	yes; 2 111 followers; #regiontrnava 655 posts	Youtube, Tripadvisor Slovakia, email marketing
<i>Orava</i>	yes; www.visitorava.sk/orava/	score 57	yes; 10 222 followers	no; 157 followers; #oravaregion 2 025 posts	-
<i>Horehronie</i>	yes; www.horehronie.sk	score 54	yes; 11 303 followers	yes; 2 326 followers; #horehronieregion 1 568 posts, #horehronie 13 399	email marketing, Youtube, e-shop, influencer marketing
Portals with accomodation					
<i>Booking</i>	yes, www.booking.com	score 42	no (for Slovakia)	no, #bookingslovakia 26 posts	remarketing, email marketing
<i>Airbnb</i>	yes, sk.airbnb.com	score 57	no (for Slovakia)	yes, 1 021 followers, #aibnbslovakia 592 posts	remarketing, email marketing
<i>Tripadvisor</i>	yes, www.tripadvisor.sk	score 51	no (for Slovakia)	no, #tripadvisorslovakia	application
<i>Megaubytovanie</i>	yes, www.megaubytovanie.sk	score 66	yes, 32 853 followers	no; #megaubytovanie 440 posts	remarketing, email marketing

Source: with the use of web pages and social media accounts mentioned in the table and the observation of the authors.

4 Factors influencing the demand of tourism in Slovakia in 2020

4.1 Online WOM and tourism review sites

Current surveys show that tourists consider online word of mouth to be a more credible source of information than other sources of information. Reviews, blogs, brief posts, or videos available online significantly influence potential customers' decisions. The information available online is easy to find, persisting, easier to distribute. At the same time, negative reviews, which have a stronger influence on decision-making, are spreading faster. (Gajdošík, et al. p. 179) TripAdvisor is the most famous review site for tourism. It was created as a site for evaluating

accommodation facilities, but gradually expanded its portfolio to include destinations, restaurants and attractions in tourism. The content of the page is interesting for visitors mainly because of real photos are published on the page, which are added by reviewers. TripAdvisor is a meta search engine, so it allows visitors to find recommendations and book services at the same time (Gajdošík et al. 2017, p. 180). Among the most used Slovak discussion forums on the topic of travel in addition to TripAdvisor, it is possible to include: dobrodruh.sk, somturista.sk, modrykonik.sk (travel section). These pages appear at the top of the Google search engine, and the discussions and comments created on them are up to date.

4.2 Travel blogs and influencers

Slovak bloggers, vloggers and influencers are already ahead of discussion forums. Influencer marketing has been in foreground in recent years. Influencer marketing is about identifying an influencing opinion leaders (eg, public persons, celebrities) who are likely to talk about a product and have the ability to influence the opinions of other consumers (Přyrkilová and Jahodová 2010, p. 270). Influencer marketing has long been the fastest growing form of online advertising and it has become a common part of online marketing. (Matusčáková 2019, socialawardsslovakia.sk 1) There are currently quite enough influencers in the field of travel in Slovakia. In October 2020 people voted for Social Awards Slovakia and the Best Travel category included web pages focused on travel, travel influencers and travel blogs, while the web pages of travel agencies could not be included there. (socialawardsslovakia.sk 2) The following table lists the ten best-known names in this category based on a poll. The winner of the survey was the account: thisislovakia. In Slovakia, many more bloggers and influencers deal with the topic of travel than the table shows. Other interesting and relatively resounding and well-known names in their category include: Ivana Greslíková, Polar Girl, Patrik Paulíny, Travel for Less or Traveling with Children and others (Rusnáková; Gulisová et al. 2020; PPPíter).

Table 1.2 The most famous Slovak account in the field of travel in 2020 created on September of 30th

Blogger name	Instagram account	Facebook account	Youtube account	Blog
Peter Popluhár	@patopopular, 135 000 followers	PPPeter, 34 686 followers	PPPíter, 557 000 subscribers	X
Milan Bardún	@milan_bezmapy, 38 300 followers	Milan Bez Mapy, 27 766 followers	Milan Bez Mapy, 1 000 subscribers	bezmapy.com
Jožo a Hanka	@cestujemespolu, 12 000 followers	cestujemespolu, 53 931 followers	Cestujemespolu, 66 subscribers	cestujemespolu.com
X	@zaujimavysvet, 55 600 followers	Zaujímavý svet, 173 052 followers	Zaujímavý svet, 0 subscribers	zaujimavysvet.webnoviny.sk/cestovanie/
Miroslav Bača	@thebacin, 68 700 followers	The Bača, 307 followers	The Bača, 174 000 subscribers	X
Martin Navrátil, Peter Hliničan	@travelistan.sk, 21 300 followers	Travelistan, 36 562 followers	Travelistan, 56 000 subscribers	travelistan.sk/blog/
Šimon Snopek	@simonsnopek, 76 800 followers	Simon Snopek, 7 744 followers	Simon Snopek, 27 600 subscribers	simonsnopek.sk
@lovasmedia	@thisislovakia, 97 400 followers	This is Slovakia, 6 773 followers	thisislovakia, 11 subscribers	X
Martin Hanzel	@tourdesvet, 38 100 followers	Tour de Svet, public group 269 031 members	X	tourdesvet.sk
Janka	@travelhacker, 23 200 followers	Travel Hacker, 48 867 followers	Travelhacker, 963 subscribers	Travelhacker.blog

Source: with the use of (Rusnáková) and accounts mentioned in the table.

The reason why so many influencers can successful is that they can attract various segments of followers. However, the pandemic situation forced them to change their plans for 2020 and adapt their content to the current situation. For example, one of the most followed Slovak vloggers in the field of travel PPPeter shot Slovak Vlog during the summer

of 2020 and in the autumn of 2020 released a series of videos (duration of one video about 12 minutes) about atypical travelling around Slovakia. The videos are in English to continue to engage his subscribers from around the world. These videos about traveling in Slovakia have an average of more than 150 thousand of watching per video and the average number of comments below the video is 450. (instagram.com) By his choice of cities and destinations, he indirectly influences domestic and foreign travelers. Other influencers do the same. Followers are responding positively on it. Hashtag #dovolenkanaSlovensku on IG has 21 262 tags on the posts and the year 2020 significantly contributed to the increase of this number. (go4insight.com) Many celebrities on their IG, such as Viktor Vince (holiday in Liptov), Zlatica Puškárová (holiday in Eastern Slovakia), Mária Bartáloš (holiday in Horehronic) and many others appealed to Slovaks to visit Slovakia during the 2020. In this way, bloggers, influencers and celebrities indirectly influenced the customer behavior of Slovaks as well as other people who are their followers.

4.3 Online PR

Online PR is an important part of online communication. Within Slovak online media web portals such as cestovanie.net, aktuality.sk have a section dedicated to travel as well as noizz.sk (belongs to Aktuality) has a section dedicated to travel, as well as sme.sk, pravda.sk, zoznam.sk - managed by domedar.sk, europksenoviny.sk also devote themselves to travel. And then there are women's lifestyle magazines eva.pluska.sk, emma.pluska.sk, feminy.sk, etc. All these media available online offer space for the promotion of selected brands in the form of PR articles or paid advertising. Many of these portals during 2020, and especially during the summer season 2020 and the coming winter season 2020, publish up-to-date and ever-changing information about the possibility of traveling during the ongoing pandemic and about the current market situation, etc. At the same time, these media also provide space for paid PR articles, which in 2020 also used some travel agencies (e.g. Pelikan or Satur) and selected regions - e.g. Liptov. And this also affects travelers directly and indirectly in a quite strong way.

5 Travel behavior in Slovakia in 2020

One of the surveys shows that at the beginning of 2020, about 30% of Slovaks had specific plans for summer vacation; only about 20% managed to stay on holiday in Slovakia and finally spent 70% on holiday in Slovakia for the following reasons: fear of infection, measures and inconveniences caused by the measures taken and reduction of the original holiday budget. (go4insight.sk) Despite the fact that Slovaks were vacationing at home, the number of visitors in accommodation facilities decreased by more than 40%, because often it was a weekend stay, short one-day trips, etc.; the largest declines were recorded by the largest Slovak cities such as: Bratislava, Košice or Prešov; The center of Slovakia suffered the least, especially due to the regions of Orava, Turiec and especially Liptov, whose offer is long-term varied (also before a pandemic) and its online marketing communication and presentation of selected destination long-term active and interesting. In the first nine months of 2020, almost 3 million visitors were accommodated in tourism facilities, which represented a year-on-year decrease of more than 40%. Year-on-year, the number of domestic visitors decreased by almost 29% and the number of foreign tourists by more than 58%. (slovak.statistics.sk)

6 Discussion and main conclusions

To sum up, the travelers buying and traveling decisions were influenced directly by the entities with the tourism offer and their online marketing communication as well as indirectly by the other crucial factors such as online PR, influencers, bloggers, and vloggers and well as online WOM. As already mentioned in Chapter 4 no matter that Slovaks were forced to vacation at home there was a significant decrease in overnight stays, however, regions that were active in their online communication before the pandemic as well as during 2020 were the most visited. As well as travel agencies who were active and offered up-to-date information and “safe” vacation was also successful even in the very bad situation for traveling in the long history of the market. Online marketing channels such as quality, modern, up to date web pages, and SEO is the common practice for the entities selling online as well as communication through social media. However, there was recognized the increase of using social media of creating up-to-date, credible, and attractive content on the most favorite platforms that became even more used in 2020 because of the

pandemic. The content was created not only by the analyzed entities but also by the travel bloggers, vloggers, and influencers who indirectly influenced the traveling decisions of their followers. The number of influencers is growing as well as the number of users of the social media platforms, especially in 2020. The way how much influencers have influenced the traveling and buying behavior of their followers can be the subject of further research. Online WOM and online reputation have become also very crucial in recent years. It aptly captures the idea of Pollák “*The Internet gives users the ability to permanently interfere with the online reputation of the companies in real-time. Google has become the ideal tool to build or destroy a reputation*” (Pollák et al. 2019). So during 2020 could survive in the online environment the entities with a strong online reputation and communication team realizing the importance of it in the long term period. There is a presumption that entities with a reputation based on strong trust and loyalty to the brand had a significant competitive advantage in the year of pandemic. A good example of online marketing communication can be destination brand Liptov or travel agency Satur or Pelican. Opposite, the inappropriate example of online marketing communication appeared in March 2020 at the beginning of the pandemic. When the CEO of one of the best Slovak travel agencies Bubo invited Slovaks to travel abroad because of the bad pandemic situation in Slovakia and he was criticized because of it. (hitky.sk) However, in such a difficult life and market situation it is very difficult to communicate properly. There should be a misunderstanding between the travel entities and travelers because many times the situation is unclear and conditions are permanently changing. Very often the travel agencies, as well as travelers, take risks and their perception of the situation could be very distorted, it can even influence travelers' satisfaction and loyalty. Though targeted and transparent online communication has been very helpful and effective in 2020. Moreover, one of the research showed that e-WOM has an indirect effect on satisfaction and loyalty, mediated by destination images in the tourism industry. (Setiawan et. al) Moreover, another study proves that 41% of marketers claimed that marketing campaigns using influencers were more successful than traditional ones (Dwidienawati et al. 2020). Those are relevant reasons why travel entities should consider cooperation with the influencers with the vision of increasing motivation for traveling during the pandemic or after that. Followers who admire and trust their influencers can take the reviews for current places, resorts, accommodation, and destinations very positively. Mentioned marketing tactics have more pluses than cons and travel entities should apply them more and this way get a competitive advantage.

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