

# PRESENT AND FUTURE OF MARKETING COMMUNICATION IN BORDER REGIONS

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**Abstract.** Technological and economic development and related social changes have significantly influenced and will influence marketing and marketing policies of companies, organizations and regions. Changes in the market environment have been causing changes in marketing communication. When we talk about fundamental changes in marketing communication within the last 20 years, then new trends and expectations in the coming years will bring changes even more crucial. The ambition of this paper is therefore to identify changes and trends in marketing communication using an analysis of traditional approaches and resources, which include monographs of experts from the sector of marketing and marketing communication on the one hand and the opinions of experts from relevant major companies operating in the most developed markets in terms of both target market audience requirements and used marketing communication tools. Subsequently, then consider the reflection of acquired knowledge in terms of supporting border regions development especially from the point of marketing communication of organizations in these regions. The paper is supplemented with partial research results realized in the tourism sector in the typical border area and documenting the situation in the use of tools of marketing communication in relation to foreign (cross-border) tourists.

**Key words:** communication, marketing communication, tools of marketing communication, digital marketing.

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## Introduction

The history of development of human society is essentially connected with communication. It evolved from the simplest forms of human language to communication using the latest technologies. The stages of development of human speech and communication have always been associated with new knowledge, which also brought new pulses to the development and enrichment of human language itself, and through it to look for new opportunities to improve communication between people.

Despite clearly identified impact of globalization, however, it is the question of how to deal with trends in marketing communication in border regions, characterized by still persisting cultural specifics, including language barriers, less developed infrastructure, habitual barrier of formal or the actual administrative boundaries etc.

## 1. Communication and marketing communication

In the early days of human civilization there were long breaks between “communications” discoveries. If the first mentions of the language existence are known from the period sometime around 10,000 years BC, and the oldest surviving written record dates back to the period of approximately 4000 years before Christ. Among these milestones passed approximately 6000 years. Among the historically revolutionary achievements, especially in terms of mass communication, we can include Guttenberg’s invention of letterpress in 1450, but only in 1837 comes Morse with the discovery of telegraph. Just 387 years divide these two other important milestones. And only 17 years later the trio of inventors Reis, Bell and Grey came with a telephone. Directly hurricane of “communication” discoveries is the 20th century, which brought radio broadcasting, television broadcasting, satellite broadcasting, computer technology, digital technology, etc. So, how the communication can be defined? From the linguistic point of view the communication word originated from the Latin word “communicare”, i.e. to consult somebody, to communicate. The communication is defined and described by a range of experts from the communication theory and mass communication view points. Thus, for example, the Merriam-Webster dictionary defines “communication” as “the act or process of using words, sounds, signs, or behaviours to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else, a message that is given to someone: a letter, telephone call, etc. In turn, Foret (2011) claims that “communication” is a process of convey, data transfer and exchange of meanings and values not only as information but also in the form of other signs of human activities results.

A specific form is applying of communication as a tool of marketing and marketers – marketing communications. Belgian authors in their publication characterize marketing communications as: “Promotion or marketing communication is the fourth and most visible tool of marketing mix. It involves all the tools by which companies communicate with target groups to promote products or image of the company as such“ (De Pelsmaker 2003: 24-25). Globally recognized authority in the field of marketing and marketing communications American Marketing Association (AMA) defines marketing communication as follows: “Marketing Communications are coordinated promotional messages and related media used to communicate with a market. Marketing communications messages are delivered through one or more channels such as print, radio, television, direct mail, and personal selling“ (American Marketing Association 2015). The essence of marketing communication is therefore intentional infliction on person (or target group) and using special communication tools and resources usually aiming to support entrepreneurial activities of the company and/or the implementation of social and/or non-commercial objectives of non-commercial organizations and territories (regions, cities, towns, places).

Like many other activities and initiatives both mass and marketing communication often become tools, approaching its impact not only on the very edge of ethical standards, but also of legislation standards. The Internet in particular and on internet based tools create together with technological advances in the field of marketing communication tools new possibilities, which can create a counterweight to the traditional mass communication means, both in terms of low-cost option of competition especially for small and medium enterprises and economically and/or politically weaker regions and/or groups within the regional and/or political rivalry. The progress in the use of tools of digital marketing and marketing communication is often combined with new trends in the industry or the attempt to change the established orders in this sector. So what can be expected from trends in marketing communication today, tomorrow and in the near future?

## **2. Traditional forms and tools of marketing communication**

Advertising is often considered as synonymous with marketing communication, especially because it is the most visible and perhaps the oldest instrument of communication mix. The origin of the ads showed archaeologists in ancient Mesopotamia and Egypt. Of course, it cannot be considered as the real marketing and marketing communications in that form and at this time. In medieval Europe there were known so called “guild marks”, according to which the customer was able to navigate. Since the level of education at that time was low and most people could not read or write, were therefore products promoted in markets and market places with advertising slogans calling. The situation changed only in the 18th and 19th centuries due to the Industrial Revolution. The gradual development of individual sectors, production development and ongoing markets saturation lead to the increasing rivalry among manufacturers. In response to this situation a “Sales oriented marketing” arose, which brought into being substantial development of marketing communication. Also, technological progress, in particular the extension of both radio and TV broadcasting brought new opportunities and tools for communication with customers and consumers. In principle, the traditional tools of marketing communication has not changed fundamentally, as illustrated by the example of the definition of advertising from 1904 by Otto Encyclopaedia, where at p. 456 with the slogan “advertising” is written: “Advertising is a public praising the subjects of business, art etc, that happens in the form of booklets, posters, business signs, criers, flag carriers etc., and esp. magazines. Announcements simply a matter notifies, the ad seeks to distinguish it from its surroundings, pick up it and the attention of the audience to approach. It becomes through the headlines (striking, mysterious, curiosity excitation), not sparing the place, by stereotyped returning, verses, and especially by pictures then ...” (Ottův slovník naučný 1904).

Advertising is not the only instrument of traditionally conceived marketing communications and its communication mix. Communication mix is a part of marketing mix and is made up of various communication tools and their mutual combinations. The characteristics of the communication mix shows the significant development of marketing communication in the last years (Table 1).

Table 1. Comparison of the concept of tools in communication mix in 1998 and 2013

<b>Communication mix by Kotler 1998: 533</b>	<b>Communication mix by Kotler 2013: 518</b>
Advertising: „... any paid form of impersonal presentation and promotion of ideas, goods or services to a particular investor.”	„Advertising: any form of paid impersonal presentation and promotion of ideas, goods or services clearly referred with the sponsor using the print media (newspapers and magazines) and broadcast media (radio and television), network media (phone, cable, satellite, wireless), electronic media (audio-tapes, videotapes, CD-ROMs, Web sites) and display media (billboards, signs, posters).”
Sales promotion: „... a set of short-term stimulus, which is to encourage the customer to test the product or service or to their purchase.”	„Sales promotion: a wide range of short pulses, encouraging the try or purchase the product or service, including support for consumers (such as samples, coupons or gifts) to support sales partners (all sorts of marketing funds on advertising or special exposure to products in stores) and the support of retailers (competition for the salesperson).”
„Public relations: a number of programs to improve, maintain or protect the image of the company or product.”	„Public relations and publicity: a varied range of programs internally focusing on the staff of companies or externally to consumers, other businesses, government or media in order to promote or protect the image of the company or communicate its individual products.”
„Personal sales: face to face meeting with one or more potential buyers for the purpose of presentation of the product, answering questions and getting the orders.”	„Personal sales: face to face interaction with one or more potential customers with the aim of presenting the product, answer questions and take orders.”
„Direct marketing: the use of mail, telephone, fax, e-mail, and other non-personal resources contact for immediate reporting and getting direct answers from certain customers and a survey of their views.”	„Direct marketing: the use of mail, telephone, fax, e-mail or the Internet to direct communication, request, response, or invoking the dialogue with specific and potential customers.”
	„The events and experiences: the company sponsored activities and programs designed to create a daily or special interaction of the brand with consumers, including sports, art, fun, and with the case united the events and less formal activities.“ (Event marketing)
	„Interactive marketing: online activities and programs designed to reach your customers or potential customers and directly or indirectly aimed at raising awareness, improving the image, or to promote the sales of products or services.”
	„Word of Mouth: interpersonal, oral, written or electronic communication related to the experience with the purchase or uses the product or service.“ (Word of Mouth / WOM)

Source: Kotler 1998; Kotler, Keller 2013.

From the above comparison is evident both in the breadth of development, as in the concept of marketing communication tools (comparison of 1998 and 2013). Besides the differences arising from the development over time is necessary to take into account the sophistication of individual instruments and experience of their use in terms of the US, the long term and globally recognized as “cradle” of the marketing. In summary, therefore the marketing communication can be characterized as a marketing discipline or one of the marketing mix tools, whose development reflects a number of aspects of the society (culture, economics, technology, etc.) and as it is influenced by state and situation of the society, it affects and forms the society back. The question is how marketing communication will develop in the coming years. The world goes through a whole series of social and economic changes, and is heavily influenced by technical and technological progress, all of which more or less affects marketing communication and its tools.

### **3. Trends in marketing communication**

In the previous section, the characteristics of the basic tools of marketing communication, which during the 20<sup>th</sup> and early 21<sup>st</sup> centuries gradually formed into the above mentioned form, were summarized. They have become instruments of influencing not only the opinions and behaviour of customers, but also other stakeholders (suppliers, distributors, competitors, public administration, financial institutions, shareholders, etc.). The beginning of the third millennium, especially its second decade, brings a lot of news. With growing supply and competitive pressures the marketing successful companies and institutions become increasingly focused into their customers, clients and consumers. Thanks to technological development in a number of modern areas such as telecommunications, information technology etc., the customer becomes more and more a body, who decides, or at least co-decides, not only about the subject of marketing communications, but also about their forms, timing etc. Customers, clients and consumers are increasingly becoming one of the subjects of marketing communications and ceased to be the only passive object. Those amendments are used by commercially successful enterprises to find new ways and forms of marketing communication for being sufficiently competitive in both the domestic markets and in global terms in international markets. Even new forms of marketing communications are often combined and interconnected with traditional marketing tools and methods. For example, advertising, based on experiences and perceptions of consumers, which has some experience with the relevant product (heard about it, tried it etc), can support a positive perception of the product, the brand and the company and its combination with product placement or with marketing on social networks is able to support significantly efficiency and overall effectiveness. Budgets on marketing communication from the point of view of used tools and type of actions (sales promotion, guerilla

marketing, etc.) gradually increasingly moving to the Internet supported and/or on the Internet based activities and applications of marketing communication. There are still more and more radical changes in the media, which state that in the publication of Příkrylová and Jahodová: “Researches confirms that consumers in developed countries up to fourteen hours a day consume new media, thus apart from sleep they are permanently exposed to the media influence. The media world is undergoing through a fundamental transformation when a new balance between traditional and “alternative” media arises. Internet has become the medium of contemporaneity. While radio lasted thirty-eight years before it affected population in the range of fifty million people, television needed for such an intervention thirteen years, the Internet four years, multimedia iPod three years and an internet community site Facebook just two years” (Příkrylová, Jahodova 2010: 255). The new trendy marketing communication tools allow to be closer to customers who are interested in information and thus these new tools become very effective. Traditional mass media (radio, television, etc.) are together with the Internet and with the Internet based applications, capable to generate significant synergistic effect, increasing ordering parties return on investment into marketing communication. In connection with new trends and forms of marketing communication there is a noticeable decline of investment into advertising in traditional mass media (radio, printings etc). However, on the one hand reduced interest in investing into advertising in traditional mass media, on the other hand strengthens the special events and activities associated with digital and interactive tools.

In recent years, the range of non-traditional tools of marketing communication has increasingly reflected in communication mix. In addition to strengthening the creative part (event marketing, buzz marketing, guerilla marketing) are a significant part of the changes associated with the Internet and with applications based on it, or on it-based. What, then, in recent years, in addition to traditional instruments affecting marketing communication:

- *event marketing*: event marketing is nothing new in marketing communications, but new trends and technologies bring changes in this area, too. Its essence is unique and unrepeatability, which is confirmed by Frey (2011: 85): “event marketing can help us to transfer the symbolism ‘above the link’ (ATL) campaigns into real life and gives adequate incentive to target groups of consumers”;
- *product placement*: named as “the use of mark up in the audiovisual work” (movie, TV shows, series or computer games). Products or brands are captured in the shot of the movie, TV show or in a virtual environment. In the Czech Republic since 1. 6.2010 in the effectiveness of the law on audiovisual media services on demand (No. 132/2010 Coll.). Television stations began to use product place-

- ment in particular in different entertainment shows, series and movies;
- *guerilla marketing*: the aim is to achieve the maximum effect with the minimum of resources. A connection of words Guerilla and marketing gives the impression that it is an aggressive advertising campaign, the following techniques can be used, however, the best use for the fight with significantly stronger competition, against which the successful use of the traditional tools of marketing communication due to the strength of their own company is unrealistic. Guerilla marketing is usually fun and original form of reaching out to customers;
  - *buzz marketing*: the tool is aimed to raise a fuss, buzz (whir) that touches a specific brand, product, company, or event. Its aim is to provide a significant topic for debate between people (oral – word of mouth marketing) and in the media;
  - *viral marketing* a form of communication that is used primarily on the Internet. This is the influence of creative form such as a salutation. picture, video, application or message with shocking content that Internet users send to each other via all virtual channels and forward to the uncontrolled dissemination of information, avalanche, evoking a viral epidemic;
  - *eWOM*: changes in the market environment, economy, lifestyle, new possibilities for consumers, etc. have moved the importance of WOM and increasingly we can meet with the term eWOM, (i.e.. the electronic Word-of-Mouth). eWOM is: “any positive or negative declaration made by potential, actual or former customers of a product or company, which is made available to a large number of people and institutions through the Internet” (Hennig-Thurau et al. 2004). The importance of eWOM is still growing, which changes the thinking of businesses and marketers and forcing them to work more and more with the content that is to be distributed in the online environment. It is all about social networking, blogs, forums, e-mail, viral, etc.;
  - *digital marketing* is an alternative name for the Internet marketing. It is also often sorted as part of direct marketing communication. The digital marketing includes all marketing communication, which uses digital technology. They are, for example, Search engines optimisation (SEO), Search engine marketing (SEM), online advertising, social networks;
  - *mobil marketing*: from a technical point of view is the use of the applications and possibilities of mobile phones and tablets, such as SMS, MMS, operator logos, ringtones, SMS messages etc. Other special subset is called proximity marketing, using the bluetooth module. Mobile marketing is an essential part of the already successful marketing communication of firms, organisations or destinations;

- *social media* on the Internet belongs to the fundamental trend tools in the last 5 years. Social media are tools that are used for sharing content, ideas, thoughts, opinions, or experience, and are basically an extension of the Web site. On the social media the users in particular are looking for fun, escape, a sense of belonging and especially information. They are a source of inspiration for what to do, where to go, what is „in“ or what to avoid. Social media have become the global revolution in communication.

Development of marketing communications in recent years can be considered as an interesting and very fruitful in terms of both, the whole range of new instruments and forms (digital marketing, mobile marketing, etc.), and upgraded, in the past already known, tools (e.g. WOM and eWOM).

#### **4. Expected future trends in marketing communication**

The Internet, social media – these two discoveries of the turn of the 20th and 21st century appears as the foundations and main pullers of future changes and trends in marketing communication. As it is clear from the above information, it can be considered a pioneer in the field of marketing communication still and deservedly considered the North American market. We can debate about whether a leadership of this region is 5, 10 or 15 years, but this is still a region dictating trends in marketing and marketing communication. Let’s have a look at several major agencies and experts from the region and different focuses how they see the future trends in marketing communication.

Parsont (2013) has introduced a number of trends in marketing and marketing communication, which should significantly influence business, and the business sector in the United States in 2015 and later. From the perspective of marketing communications, there are four major trends, which stems from the cooperation with partners, communicating with managers of the top companies in Washington and realized within the company surveys:

- digitalisation creates a path for mobil communication – more and more companies need to achieve their marketing objectives, without solid digital experience and still plays the role of providing more “mobile experiences“ to consumers. Smart phones and laptops are becoming more and more used communication tool for consumers with their brands or products;
- integrated marketing communication (IMC) still retains its position. There is no doubt about the role of “digital” and “mobile”, but still a significant role keeps the IMC, connecting the creative digital and mobile strategy with the traditional tools of marketing communication in an effort to achieve multitask results in the areas of marketing and marketing communication;



- data analysis, automation and the growth in the demand for skills of “lead generation”. Digital and mobile communication, however, are only part of the required total. If we want to measure, interpret, and evaluate the campaign and results commitment target audience, so we need to invest in the field of measurement and data analysis, as well as to the special skills of “leads” and marketing automation;
- content marketing – today’s digital world allows everyone to become a writer. In 2015 and beyond there will be quality content (content marketing) still more important. Space for marketing and the increasing desire to personalize and segment your copywriting<sup>2</sup> and require versatility of content.

The representatives of Burson – Marsteller, a global company dealing with PR and communication perceive communication trends in the following areas:

- connectivity: in the last 5-10 years is noticeable shift to mobile communication. People go to mobile tools – smartphones, tablets, etc. It is related to other “C” in the communication mix, and that is “Convenience” so it is a comfort, which is everything in today’s world. Mobile connectivity has brought people all shopping, information, social and entertainment solution, after which they eager, wherever they are in the world. It will be interesting to see how much time it’ll take an offset from the mobile to the “wearable tech” (wearable electronics). The huge growth in linking machines, cameras, sensors and devices – the “Internet of things” (the Internet of Things/IoT) increases the interconnectedness of people and things on a previously unimaginable scale. This development is also a source of solution of “Big Data”;
- culture – talking about the corporate culture in the context of communication, it is the intangible characteristics of the business, contingent upon the survival of and related to the “Generation Y” (or “Millennials”). Specifically, the authenticity, transparency, leadership and Corporate purpose (the Mission), which significantly affect characteristics when selecting the work of a generation of “Millennials”, while it is important to realize that by 2025 this will be 75% of the work force;
- consumer – as well as the “Millennials” are today one of the most important consumer segments. However, it is important to emphasize that this in no way imply that a product will be suitable for the entire population. A segment of the economically strong female-consumers has increased its visibility and here we can talk about a phenomenon called “Feminomics”. In the context of an ageing population are so-called non-forgetting group – The “Baby Boom” (post-war, strong generation). However, it is apparent that the elderly refuse to be tied with some conventions from the past. The continuing trend is the

- “Personalization” (customization) has increasingly been required with today’s consumer, based on understanding and creative interpretation of the available data;
- creativity – a recent global study focused on the issue of creativity in PR, processed by “Holmes Report” clearly shows that for business the creativity remains absolutely crucial point. Interesting is the fact that among the trends, developing creative work includes “Storytelling”, Visual/image communication, transparency and authenticity of the brands, “social good” (goods/services used by the largest possible number of people, such as clean air, clean water, health care, etc.). Therefore, it is vitally important, “Digital marketing” and one of the key ways we can enhance the value for clients in this area is the measurement based on evidence (evidence-based measurement);
  - crisis – in addition to natural and man-made disasters, an erosion of trust is a problem, which is now the main cause of many business problems. A study entitled “Corporate Perception Indicator Study” showed that leaders in the field of business have reservations about the role of corporations, and only slightly less than 25% of the public believe that corporations have been humbled by the economic crisis. The research also showed that 49% of firms had no crisis plans, despite the fact that 50% of them expected a crisis in the next 12 months. The research also found that companies are still amazed by the impact of social media, yet it is the neglect with the feeling of loss of control over their message. At a time when the “Millennials” have a growing influence, crisis communication requires the adaptation of these channels that are used (Burson Marsteller 2015).

## 5. Marketing communication in border regions

Border regions historically have always been those where indicators of economic performance and living standards were subordinated to other priorities (border surveillance, national security, political priorities etc.). Despite the emergence of the EU and the establishment of the Schengen area is a legacy of the principle of national borders still visible in the border regions, the majority of EU member states. It is therefore necessary to seek ways to exploit trends in marketing communication to strengthen the position of these regions, increase economic performance and zoom level of living standards in border regions to national territorial units.

There are a number of studies aimed at identifying the use of modern tools of marketing communication in companies and institutions like the type of destination management etc. So far, however, no data are available that filters using these instruments in border regions. One of the application areas of

marketing communication tools is tourism. To create a basic idea of using the tools of marketing communication in the border region can be used repeatedly conducted research in 2014 and 2015 in the tourist area Jeseniky – East. This tourist area is a typical border destination of the Czech Republic, bordering with Poland. For comparison it is possible to compare results for the typical border visitors – the Polish visitors – with visitors from other countries. Yet two other big groups of foreign visitors were recruited from countries bordering the Czech Republic, too.

The research was focused on foreign clients to the tourist area, specifically to the motivation for the visit and satisfaction with services. The basic method was used a data collection/polling, a research technique represented a printed questionnaire (PAPI). The questionnaire was in accordance with the specification prepared in three languages – Polish (for Polish clients), German (for German-speaking clients) and English (for visitors from other countries). The distribution of the questionnaires was provided in cooperation with the submitter of the project (Euroregion Praděd) so as to cover the biggest part of a territorial Jeseniky-East. The selection of respondents was conducted randomly with the fact that all respondents have the same probability of getting into the sample. A total of 250 questionnaires were handed out (140 in Polish language, 45 in German language, 45 in English language and 20 in Czech), 174 of them were returned completed, and 165 were filled in correctly. The data obtained from the questionnaire has been processed by the IBM SPSS Statistics. To examine the connections between variables and statistical processing of data, some descriptive statistics methods were used (table of frequency calculation of mean values, margins, and quantity). Subsequently, the quantitative results were interpreted and formulated with specific proposals and recommendations for research submitter in the form of the final research report.

The results of the poll were quite extensive, therefore, in this paper I will focus on information from the field of marketing communication. The enquiry shows that the largest number of foreign visitors visited in the reference period in the tourist area come from Poland (48.4%), followed by Germany (23.6%) and 28% of the visitors were from other countries (Slovakia, the United Kingdom, the Netherlands). The predominant reason for the stay was hiking, sport (37.3%), relaxation (21%) and adventure (15.5%). The main impetus for visiting the tourist area has been a previous visit, a good experience (40.1%), recommendation of friends and relatives (23.7%), and information from the Web site (16.4%). Other motives have been less important. Table 2 presents the most common tools of marketing communication, which visitors had used before and during the visit.

Table 2. Application of marketing communication tools by visitors of the Jeseniky – East tourist area

<b>Tools of marketing communication</b>	<b>yes</b>	<b>partially</b>	<b>no</b>
Staff information in services	46,2%	9,2%	44,6%
Internet: search engines (Seznam, Google, etc.)	41,8%	17,9%	40,3%
Tourist information centres	40,0%	11,4%	48,6%
Internet: others	34,4%	18,0%	47,5%
Promotion material, leaflets, guides etc.	34,4%	18,8%	46,9%
Family and friends information	32,3%	11,3%	56,5%
Internet: tourism portals (Kudy z nudy, etc.)	26,9%	17,9%	55,2%
Guide books	23,5%	13,2%	63,2%
Travel agents and agency	15,9%	14,3%	69,8%
Internet: Facebook, social networks	14,8%	24,6%	60,7%
Internet: banners (ads, trailers on websites)	14,8%	13,1%	72,1%
TV	12,9%	16,1%	71,0%
Outdoor promotion	11,5%	23,0%	65,6%
Radio	8,2%	11,5%	80,3%
Press (newspapers, magazines)	7,9%	17,5%	74,6%
Email commercials, MMS	7,9%	12,7%	79,4%

For the development of tourism is now a major area of obtaining information or addressing the clients through appropriately chosen marketing tools. Here the respondents had a choice of 16 possible sources and they evaluated the use of these resources range from „used“ (Yes), „partially used“ or „not used“ (No). The highest usage at the level of “Yes” or “partially” reached the Internet search engines (almost 60% of respondents), followed by information from the staff (55.4%), printed matter – promotional materials, brochures, guides (53.2), other Internet resources (52.4%) and the tourist information centres (51.4%). On the contrary, at least the radio (not used at all as a source of information 80.3%), e-mail ads, MMS messages (not used at all 79.4%) and periodicals – newspapers, magazines (those not at all 74.6% of respondents).

For the use of information resources in terms of age, significant statistical difference was not observed in any of the information source. A significant statistical difference was identified for the following items (the results have, however, given the low number of responses in certain categories the very limited explanatory competence):

- travel agencies and offices-the most of the tourists in the middle age category, then in the youngest age category,
- TV – most of the tourists in the oldest age category, then in the youngest age category,

- radio – most of the tourists in the oldest age category, then in the middle age category,
- internet: banners – most of the tourists in the youngest age category, then in the middle age category,
- guide books-the most of the tourists in the middle ages, then in the youngest age category.

Comparison of the results implemented marketing tools is very interesting when compared 2015 with 2014. It shows, that overall this level from the perspective of visitors in the tourist area has decreased in average for year on year evaluation (1.82 down to 1.55). Highly significant statistical difference in terms of visitors from different countries has been recorded for the following sources of information:

- TV – use more tourists from Germany (yes-37.5%, partially – 12.5%) than from Poland (yes – 5.9%, partially-17.6%);
- internet: tourist information portals-more used by tourists from Germany (yes – 63.6, partially – 0.0 %) than from Poland (yes – 20.6%, partially – 23.5%);
- internet: Facebook-use more tourists from Poland (yes-26.5%, partially – 29.4%) than from Germany (yes – 0.0%, partially- 0.0%);
- internet: others-use more tourists from Poland (yes – 42.4%, partially – 24.2%) than from Germany (yes – 0.0%, partially – 28.6%);
- promotional material, brochures, guides, etc. – use more tourists from Poland (yes – 44.1%, partially – 23.5%), Germany (yes – 12.5%, partially – 12.5%) (Vavrecka et al. 2014).

Based on the above research activities, the several findings from the area of marketing communication can be identified in the case of Jeseniky – East tourist destination:

- information sources used by foreign visitors are more traditional in nature, which is indicative of a certain conservativeness of the actors of the tourism in the Czech Republic, and in the Jeseniky-East destination;
- strong role from the perspective of visitors play in tourism generally information from relatives and acquaintances (WOM/eWOM), which is clearly a significant pressure on services quality and their relevance to individual different target groups;
- from the view of global trends, it is evident that, the actors of tourism in the Jeseniky – East destination (as well as in the Czech Republic) face a major challenge, consisting in the consideration of the wider use of both non-conventional current tools of marketing communication (e.g. product placement, guerilla marketing, buzz marketing), as well as strengthening the role of digital (e.g. marketing on social networks) and the mobile marketing communication tools.

For a deeper understanding of specific marketing communication respectively to validate the results from the tourism sector it would be appropriate to conduct special research on other sectors of the sphere of private enterprises.

## Conclusions

To summarize the trends in the area of marketing communication, which are waiting us in the coming years, based on the above findings, we can expect further strengthening the Internet role and on the Internet built or the Internet using applications. On the contrary, we can expect decreasing importance of traditional media and marketing communication tools, or their closer links with digital tools. This will reflect the growing mistrust of big corporations and the young generation will put increasing emphasis on companies and brands that will be able to fulfil their ideas about transparency and authenticity, both in the role of consumers and the role of workers, job seekers and entrepreneurs. This will be in accordance with above mentioned trends manifest themselves in an increasingly stronger focus on news – wearable technologies, Internet of Things, Big Data etc.

The other tools can become just the appropriate use of modern forms of marketing communication utilizing the principle of “without borders Internet” application that allows to override the language barrier (compiler), and support the attractiveness of cultural differences (transnational social networks). Reinforcing the importance of natural regions and the process of “relocalization” (Zelený 2011) are additional opportunities for the companies, municipalities and residents of border regions. The path to fulfilment of the above opportunities should begin with the effort focused into a deeper understanding of the real situation in the field of marketing communication in border regions. Thus, with the effort to evaluate the level of infrastructure, equipment and knowledge, creating indispensable basis for the usage of modern trends in marketing communication leading to the fulfilment of the slogan “think globally, act locally”.

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