EMPIRICAL RESEARCH OF THE INFLUENCE OF E-PROPAGANDA ON THE DEVELOPMENT OF A TOURIST DESTINATION (case study North Macedonia)

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Abstract

Marketing in tourism, particularly in the field of e-propaganda, shows a significant impact on consumer behavior, but its effectiveness depends on the quality of content and communication methods. Social networks and websites are key channels for data collection and engaging tourists, while recommendations from friends remain an important factor in decision-making. The results of the research on the case study of North Macedonia show that demographic factors, such as education level and age, significantly influence tourists' attitudes towards virtual audio and video materials, as well as the effectiveness of digital communication. While gender is not a significant factor in these aspects, education and age have a certain impact on tourists' perception and engagement. The findings point to the need for market segmentation based on education levels and age groups, which allows tourism companies to create personalized marketing strategies. The research results indicate that e-business models can enhance traditional marketing strategies, but again, gender plays an important role in this context, while education and age are not significant factors. The findings enable tourism companies to optimize their digital marketing strategies by adapting them to different demographic groups, thus achieving higher engagement and competitiveness in the market.

Keywords: tourism, propaganda, e-propaganda, social networks, marketing

INTRODUCTION

„Marketing in tourism plays a key role in the promotion of tourist products and the services, and one of the most important elements in this process is propaganda (Lukić, & Garabinović, 2023). „Propaganda in tourism is not only a means of informing potential customers, but also a powerful tool for creating awareness and interest in tourist offers" considers (Stojkanović, 2022). It has a significant impact on the decisions of the tourists, because it manages to reach a wider audience and to stimulate them to action. In addition to providing information, its role is to activate an emotional connection with potential customers and to encourage them to participate actively in the selection of tourism services. In the case of the marketing services agreements, the Commission considers that the marketing services agreements between the airlines and the airlines are not covered by the scope of application of Article 107 (1) TFEU. In a dynamic market where consumer needs and preferences are changing rapidly, tourism managers must be prepared to adapt their strategies to the changing needs of

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their clients."[2] considers (Buhalis, 1998). Modern marketing in tourism involves 'increasing use of the digital technologies that allow tourism businesses to reach their potential customers via the internet and mobile applications, but also use innovative methods such as virtual tours and interactive advertisements' (Antoniuk, Chorna, & Kiziun, 2024).

In the modern tourism business, where there are a huge number of tourism products and services, the key thing is to ensure brand recognition and attract the attention of consumers. This is achieved by a constant presence in the media, quality presentation and by creating an emotional connection with the tourists. A modern advertising strategy in the tourism sector involves personalised messages tailored to different audience segments, thus 'building brand loyalty and recognition' (Karačić, 2024). „Social networks and platforms such as Instagram, Facebook and TikTok play an important role in attracting young tourists, as they enable visually appealing and interactive campaigns that can quickly go viral**.** (Janković, 2024).

Electronic propaganda, as a new and increasingly important form of communication, has become a key tool for tourism companies. It allows for a rapid and efficient exchange of information, thereby facilitating decision-making and increasing the visibility of the tourist offers. With the growing number of internet users, e-propaganda represents a chance for tourism businesses to reach a wider audience, but also to tailor their messages to different target groups. Modern technology enables the analysis of consumer behaviour, which helps in understanding the needs of tourists and making better marketing decisions.

„Tourism companies use e-propaganda to encourage distribution, price changes, and to stimulate demand for certain tourist services", says Smith, A. (2018). Discounts and special offers published via online channels allow companies to react quickly to changes in the market and adapt their strategies. All these activities require careful planning and constant monitoring of results to ensure that marketing campaigns are as effective as possible.

„Globalization and the development of information and communication technologies have significantly impacted the tourism industry, including in North Macedonia**.** (Zendeli, & Saliu, 2023). „The development of ICT enables tourism businesses to be more competitive on the market, they argue (Januszewska, Jaremen, & Nawrocka, 2015), but also to facilitate access to new potential customers".The introduction of new technologies increases efficiency, reduces costs and enables the personalisation of the tourist offer, thereby improving the user experience and the satisfaction of tourists (Pencarelli, 2020). The accelerated digitalisation of the tourism industry provides new opportunities for better targeting and personalisation of marketing activities, leading to greater consumer engagement and higher returns on marketing investments (Tang, Cai, & Xu, 2022).

„The Commission considers that the measures provided for in this Regulation are in accordance with the opinion of the Committee established by Article 15 (1) of Regulation (EU) No 1303/2013, (Deb, Nafi, & Valeri, 2024).

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[2] Buhalis, D. (1998). Strategic use of information technologies in the tourism industry. Tourism management, 19(5), 409-421.

1. THEORETICAL RESEARCH

„Propaganda comes in many forms and can have a positive or a negative effect. It is a conscious attempt to shape people's attitudes, thoughts, and behaviors, eliciting emotional responses and encouraging quick, reckless responses."In order to be effective, propaganda must reach our deepest values, fears, hopes and dreams (Farcaş, 2024).

„Propaganda is the widespread and organized effort to shape the way people perceive certain information and to manipulate their behavior, with the goal of provoking a reaction that serves the interests of the propagandists. (Jowett, & O'Donnell, 2006).

In the earliest human societies, propaganda was used to convey important information and shape behavior, especially in religious rituals, through symbols and vocal signs, and later traditions. Modern theories see propaganda as communication techniques that manipulate symbols and psychology for mass influence or suggestion. All can agree that the propaganda uses images, slogans, and symbols to influence beliefs and emotions, with the goal of having the recipient 'voluntarily' adopt certain attitudes and act on them.

When considering definitions of propaganda, one cannot avoid the relationship with terms such as persuasion and persuasion, which became important in literature in the middle of the 20th century. Many modern authors distinguish persuasion from propaganda, considering it to mean communication with a positive outcome and "good intentions", without the use of lies, distortion of the truth, or manipulation. Propaganda techniques are the elements and processes that propaganda uses to shape and convey its messages. They represent the basic means of communication that allow the audience to be influenced and are used in various media. „The Institute for Propaganda Analysis in 1937 defined seven basic propaganda techniques that are most commonly used in practice: naming, flashy generalizations, transfer, testimony, frivolity, shuffling of cards and traveling orchestra „. (Fondren, 2021).

„The impact of e-tourism promotion on the marketing performance of travel agencies by analysing the different components of e-promotion, including 'e-tourism advertising, e-public relations, e-sales promotion and e-direct marketing', and their impact on key marketing performance measures: 'profitability, market share and customer satisfaction' are considered (Chaieb, & May, 2024). „Online promotions play an important role in promoting tourist destinations to potential customers „ (www.easypromosapp.com).

„Online marketing promotion of local tourism organizations is largely based on changes caused by the development of information and communication technologies, according to (Garabinović, 2019)." The budgetary expenditure allocated to the promotion of the tourism in North Macedonia is very modest, although it is constantly increasing from year to year.

Information and communication technologies, especially the Internet, represent one of the most important the main components of modern promotion strategies. Today, technology is advancing and making our world limitless and infinite." E-propaganda is one of the innovations transforming the demand for tourist destinations". Electronic propaganda is considered an effective method of promoting and selling and engaging online services that can play an important role in identifying, attracting and retaining tourists**.** (Pathmanathan, et all, 2021).

„The rapid development of the Internet, especially in the last two decades, has dramatically changed consumer behaviour in tourism (Mills & Law, 2004)." In addition, the Commission considers that the measures provided for in this „Decision are in accordance with the opinion of the Advisory Committee on the Environment, Public Health and Food Safety„. „Modern conditions impose their own constraints on the development of industry and at the same time open up new opportunities for tourism „(Purhani, et all, 2025).

„The Internet, as well as online social networks, have significantly contributed to tourism by providing a wide range of services and products online (Kabassi, 2010)".Thus, the Internet has become a leading source of information, particularly important in times of increased competition in the tourism market**.** „The development of the Internet and social networks have empowered 'new' tourists who have become famous and seek out exceptional value for their money and time (Buhalis & Law, 2008)." Tourism was among the first to embrace the internet revolution, and currently the vast majority of tourism companies have largely digitised their business processes" (Peštek, & Cicic, 2010).

„If tourists understand and know the information about the destination through promotion, it will influence the intention of the tourist to visit the destination". So the use of technology in the form of augmented reality with promotions has to be maximized. „The existence of proper and effective promotion will attract awareness of the existence of halal destinations and will attract the intention of tourists to visit halal destinations"[3]considers (Idris, et all, 2023).

„In the case of tourism, e-promotion is considered to be critical to the success of tourism organisations (Cosma, Grebla, & Negrusa, 2006)". „The impact of the electronic advertising, public relations, sales promotion and direct marketing on the marketing performance of these tourist destinations is significant". (Shaieb, & May, 2024).

„Digital technologies create a huge spectrum of opportunities for tourism companies to build an innovative business model: to create value, to build a network, to approach the segmentation of tourists, to develop and distribute products and services and to make a profit".[4] considers (Perelygina, Kucukusta, & Law, 2022).

2. METHODOLOGY RESEARCH

2.1. The problem of research

The motivation for this paper was to determine whether and to what extent e-propaganda influences the choice of various tourist destinations. So from this arose the problem of this research, and that is to determine whether there are statistically significant differences in the attitudes of tourists towards the use of virtual audio and video materials on the websites of tourism companies, as well as in their attitudes towards the use of mobile phones, computers

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[3] Idris, I., Herdiani, A., Adi, K. R., & Shobiroh, N. B. I. (2023). Mobile augmented reality as e-promotion to attract tourists'awareness and intention to visit halal destinations. GeoJournal of Tourism & Geosites, 49(3).

[4] Perelygina, M., Kucukusta, D., & Law, R. (2022). Digital business model configurations in the travel industry. Tourism Management, 88, 104408.

and the Internet to improve the relationship between the tourism company and the tourist, in
e-business models compared to the traditional marketing mix, and whether these differences
depend on the gender, schooling and age of the tourist. The research is original.

2.2. The subject of research

The survey focuses on the attitudes of tourists of different demographic characteristics
(gender, schooling and age) towards tourism.:

- The use of virtual audio and video material as a better view of the propaganda and
promotion on the websites of the tourism company.
- Using mobile phones, computers and the Internet to improve the relationship between
the tourism company and the tourist.
- The potential of e-business models to improve the traditional marketing mix of
providers.

2.3. Objective and tasks of the research

In addition, the Commission considers that, in the absence of a clear definition of the
objective of the promotion of tourism, the objective of the promotion of the tourism sector
and the objective of the promotion of tourism as a whole, the objective of the promotion of
tourism as a whole cannot be considered to be the same as the objective of the promotion of
tourism. The task of the research was to analyze the profile of the tourists according to:
gender, school readiness, and age. The purpose of the survey is to find out their opinions on
the following questions:

- To what extent do they feel that electronic advertising influences their choice of
tourist destination?
- Have you ever chosen a tourist destination based solely on information found on the
Internet?
- How satisfied they are with the accuracy of the information they find in electronic
media?
- Confidence in social media compared with official travel sites?
- Do they enjoy watching or listening to e-mails about various tourist destinations?
- Do they usually visit the website of the tourist destination after seeing its e-mail
advertisement?
- How often do they consult with friends before visiting a destination Web site?

The aim of the study is to determine, on the basis of the allegations made, whether
tourists:

- enjoy watching or listening to e-mail advertisements about various tourist
destinations.
- usually visit a tourist destination's website after seeing its e-mail advertisement
- regularly consult with friends before visiting a tourist destination Web site.

- when they see annoying e-mail advertisements for tourist destinations on websites they are currently browsing, they switch to another website.
- if someone recommends a tourist destination, they visit the provider's website to find out more about it.
- consider that e-propaganda is not profitable for a tourism business.
- trust in e-mail advertisements featuring celebrities.
- think that only the best examples of e-promotion can adequately represent a tourist destination.
- believe that frequent e-mail advertising of a tourist destination means that it is a good one.
- consider that a tourist company can collect information on the attractiveness of its tourist offer via its website.
- believe that the tourism company can recognise the profile of its prospective tourist through its website
- believe that social networks can make it easier for tourism businesses to research their products or services.
- believe that virtual audio and video material on the website of a tourism company is a better form of propaganda and promotion than other forms.
- think that the relationship between the tourism company and the tourist is better when they use: mobile phones, computers and the Internet.
- believe that e-business models can improve the traditional marketing mix of providers.

2.4. Hypotheses of the research

- In the light of the above, the Commission concludes that the measure constitutes State aid within the meaning of Article 107 (1) TFEU.
- H_{011}: There is no statistically significant difference between the sexes of tourists in the belief that virtual audio and video materials on tourism company websites are more effective than other forms of propaganda.
- H_{a11}: There is a statistically significant difference between the sexes of tourists in the attitude towards the belief that virtual audio and video materials on the websites of tourism companies are more effective than other forms of propaganda.
- H_{012}: There is no statistically significant difference between school-prepared tourists' attitudes towards the belief that virtual audio and video materials on tourism company websites are more effective than other forms of propaganda.
- H_{a12}: There's a statistically significant difference between school supplies and tourists' attitudes towards the belief that virtual audio and video materials on tourism company websites are more effective than other forms of propaganda..
- H_{013}: There is no statistically significant difference in the age of the tourists in the attitude to the belief that virtual audio and video materials on the websites of tourist companies are more effective than other forms of propaganda.
- H_{a13}: There is a statistically significant difference in the age of the tourists in the

attitude to the belief that virtual audio and video materials on the websites of tourism companies are more effective than other forms of propaganda.

- H_{021}: There is no statistically significant difference between half of the tourists in the opinion that communication between the tourist company and the tourist is better when using: mobile phones, computers and the Internet.
- H_{a21}: There is a statistically significant difference between the sex of the tourist in the opinion that communication between the tourist company and the tourist is better when using: mobile phones, computers and the Internet.
- H_{022}: There is no statistically significant difference between school-prepared tourists in the opinion that communication between the tourist company and the tourist is better when using: mobile phones, computers and the Internet.
- H_{a22}: There is a statistically significant difference between school-prepared tourists in the opinion that communication between the tourist company and the tourist is better when using: mobile phones, computers and the Internet.
- H_{023}: There is no statistically significant difference in the age of the tourist in the opinion that communication between the tourist company and the tourist is better when using: mobile phones, computers and the Internet.
- H_{a23}: There is a statistically significant difference in the age of the tourists in the opinion that communication between the tourist company and the tourist is better when using: mobile phones, computers and the Internet.
- H_{031}: There is no statistically significant difference between the sexes of tourists according to the view that e-business models can enhance the traditional marketing strategies of tourism companies.
- H_{a31}: In the case of the tourism sector, the Commission considers that e-business models can be considered as an alternative to the traditional marketing strategies of the tourism companies.
- H_{032}: There is no statistically significant difference between school-prepared tourists and those who believe that e-business models can improve the traditional marketing strategies of tourism companies..
- H_{a32}: There is a statistically significant difference between school-prepared tourists and those who believe that e-business models can improve the traditional marketing strategies of tourism companies..
- H_{033}: The Commission notes that the marketing services agreements concluded between the airlines and the airlines are not in line with the market economy operator principle.
- H_{a33}: There is a statistically significant difference in the age of tourists according to the view that e-business models can enhance the traditional marketing strategies of tourism companies.

3. EMPIRICAL RESEARCH

The survey was carried out from 15.10.2024 to 15.12.2024 on the territory of the Republic of North Macedonia. The e-Questionnaire was sent: via a link on my personal Facebook page or via a personal e-mail sent to my friends. The Electronic Questionnaire was formed in two parts and posted via the Google Questionnaire. Realised sample size of 400 subjects. The number of subjects ensured that reliable conclusions could be drawn in the study. The survey was carried out according to precise instructions and procedures, which ensures the reliability of the data obtained. All responses received are stored on Google Drive. From Google Drive, the responses were copied into SAS JMP Pro 18 software for further processing and analysis.

The first part of the e-Questionnaire is composed of questions on the structure of the sample and the characteristics of the respondents, which are presented according to precise indicators, namely:

1. The test chemical is a solvent and the test chemical is a solvent.
2. The number of subjects in the sample is the number of subjects in the sample.
3. Age of the respondent (given in three categories: 18 to 30, 31 to 50, and over 50 years of age).
4. How often do you use the Internet to plan your travels? (never, sometimes, often and always)
5. What electronic media do you most often use to obtain information about tourist destinations? In the case of a Member State, the Commission may decide to impose a fine or periodic penalty payment on the beneficiary of the aid.
6. To what extent does electronic propaganda influence your choice of tourist destination? (not at all, a little, moderately and very much).
7. Have you ever chosen a tourist destination solely on the basis of information found on the Internet? (Yes or no).
8. How satisfied are you with the accuracy of information found through electronic media? (very dissatisfied, dissatisfied, neither satisfied nor dissatisfied, satisfied or very satisfied).
9. How much do you trust the information you find on social media versus the official tourist websites? (not at all, a little, moderately or very much).

In the second part of the e-Questionnaire, respondents were asked to express their agreement or disagreement with the statements made and to give the following possible positions: 1 (disagree), 2 (neutral) or 3 (agree), namely:

How often do you use the Internet to plan your trips?
1. Which electronic media do you consult most often when looking for information on tourist destinations?
2. To what extent does electronic advertising influence your choice of tourist destination?
3. Have you ever chosen a tourist destination based solely on information you found on the Internet?
4. How satisfied are you with the accuracy of the information you find in electronic media?

5. How much do you trust the information you find on social media versus the official tourism portals?
6. I look forward to seeing or hearing e-mails promoting various tourist destinations.
7. I usually visit the websites of tourist destinations after I see their e-mail marketing message.
8. I often consult with friends before visiting the website of a tourist destination.
9. When annoying tourist-destination e-mails appear on sites I am currently browsing, I usually switch to another website.
10. If someone recommends a tourist destination, I always go to the website of the provider to find out more about it.
11. I don't think e-propaganda is a viable marketing tool for travel companies.
12. I believe in e-propaganda messages that feature celebrities.
13. I think that only the highest quality examples of e-propaganda can adequately represent a tourist destination.
14. I believe that the frequent e-mail advertising of a tourist destination indicates that it is popular.
15. I believe that tourism companies can collect data on the popularity of their offer through their website.
16. I believe that tourism companies can analyze the profile of prospective tourists through their website.
17. I believe that social networks can help tourism companies to research their products or services.
18. I believe that virtual audio and video materials on the websites of travel companies are more effective than other forms of propaganda.
19. I think the communication between the tourism company and the tourist is better when they use: mobile phones, computers and the Internet.
20. I believe that e-business models can enhance the traditional marketing strategies of tourism companies..

Frequencies and percentage of respondents according to their profile for the first part of the e-Questionnaire are given in (Table 1)

Table 1. The first part of the e-Question Paper

Question	N	%	N	%
Gender of the responedents				
Male	169	42.25	400	100.00
Female	231	57.75		
Education degree of the responedents				
SSS	266	66.50	400	100.00
VŠ ili VSS	134	33.50		
Age of the responedents				
from 18 to 30	162	40.50	400	100.00

Table 1. The first part of the e-Question Paper

Question	N	%	N	%
Gender of the responedents				
from 31 to 50	150	37.50		
over 50	88	22.00		
How often do you use the Internet to plan your trips?				
Never	42	10.50		
Sometime	99	24.75	400	100.00
Frequently	146	36.50		
Always	113	28.25		
What electronic media do you most often consult when looking for information about tourist destinations?				
Social media (Facebook, Instagram, Twitter)	108	27.00		
Tourism website (TripAdvisor, Booking.com)	91	22.75	400	100.00
Blog and forums	71	17.75		
YouTube	130	32.50		
To what extent does electronic advertising influence your choice of tourist destination?				
Not at all	43	10.75		
Litlle	70	17.50	400	100.00
Temporary	161	40.25		
A lot	126	31.50		
Have you ever chosen a tourist destination based solely on information you found on the Internet?				
Yes	225	56.25	400	100.00
No	175	43.75		
How satisfied are you with the accuracy of the information you have found through electronic media?				
Very dissatisfied	51	12.75		
Dissatisfied	79	19.75	400	100.00
Non satisfied-non dissatisfied	119	29.75		
Sadisfited	151	37.75		
How much do you trust the information you find on social media compared to the official tourism portals?				
Not at all	62	15.50		
Little	119	29.75	400	100.00
Temporary	140	35.00		
A lot	79	19.75		

Gender of respondents - the majority of the respondents were women (57.75%) in relation to men (42.25%).

Education degree of the respondents - most of the respondents have an intermediate level of education (66.50%), while 33.50% have a high level of qualification (VŠ ili VSS).

Age of the respondents - most of the respondents are in the 18 to 30 age group (40.50%), followed by the 31 to 50 age group (37.50%), While the lowest percentage of respondents in the 50+ age group (22.00%).

Frequency of Internet use for travel planning - a large percentage of respondents often use the Internet for travel planning (36.50%), and a significant number (28.25%) always use

the Internet. A small number of respondents do not use the Internet (10.50%). Electronic media for consultations on tourist destinations - the most popular media for consultations are social networks (27%), followed by YouTube (32.50%) and tourist portals (22.75%). Blogs and forums have a smaller percentage (17.75%). The Commission notes that the measure is aimed at promoting the development of tourism in the EU, and that it is not intended to encourage the development of tourism in the EU, but rather to promote tourism in the EU. A small percentage of respondents do not consider that electronic advertising influences their choice (10.75%). Choosing a tourist destination based on information from the Internet - The majority of respondents (56.25%) chose a tourist destination based on information on the Internet. Satisfaction with the accuracy of the information - most respondents are satisfied with the accuracy of the information (37.75%), but a large percentage are dissatisfied or partially satisfied (32.50%). Confidence in information on social networks compared to official portals - the largest percentage of respondents has moderate confidence in information from social networks (35%), but also a large number trusts official portals (29.75%).

The frequency and percentage of respondents for the questions in the second part of the e-Questionnaire is given in (Table 2).

Table 2. The second part of the e-Questionnaire.

Question	N	%	N	%	N	%	N	%
I look forward to seeing or hearing e-mails promoting various tourist destinations.	125	31.25	135	33.75	140	35.00		
I usually visit the website of a tourist destination after I see their e-mail marketing message.	23	5.75	276	69.00	101	25.25		
I often consult with friends before visiting the website of a tourist destination.	47	11.75	55	13.75	298	74.50		
When annoying e-mails for tourist destinations appear on the site I am currently browsing, I usually switch to another site.	23	5.75	47	11.75	330	82.50		
If someone recommends a tourist destination, I always go to the website of the provider to find out more about it.	51	12.75	107	26.75	242	60.50		
I don't think e-propaganda is a viable marketing tool for travel companies.	52	13.00	103	25.75	245	61.25	400	100.00
I believe in e-propaganda messages that feature celebrities.	43	10.75	131	32.75	226	56.50		
I think that only the highest quality examples of e-propaganda can adequately represent a tourist destination.	122	30.50	47	11.75	231	57.75		
I believe the frequency of e-mail advertising of a tourist destination indicates that it is popular.	79	19.75	23	5.75	298	74.50		
I believe that tourism companies can collect data on the popularity of their offer through their website.	92	23.00	143	35.75	165	41.25		
I believe that tourism companies can analyze the profile of future tourists through their website.	32	8.00	94	23.50	274	68.50		
I believe that social media can help tourism businesses explore their products or services.	122	30.50	54	13.50	224	56.00		

Table 2. The second part of the e-Questionnaire.

Question	N	%	N	%	N	%	N	%
I believe that virtual audio and video materials on the website of the tourism company are more effective than other forms of propaganda.	125	31.25	135	33.75	140	35.00		
I think that communication between the tourism company and the tourist is better when they use: mobile phones, computers and the Internet.	91	22.75	127	31.75	182	45.50		
I believe that e-business models can enhance the traditional marketing strategies of tourism companies.	121	30.25	115	28.75	164	41.00		

On the basis of the data obtained, the following conclusions can be drawn:

- Perception of e-propaganda - most respondents (35%) enjoy watching or listening to e-propaganda messages about tourist destinations. However, a significant number of respondents (82.5%) switch to another website when they are bored with e-advertising, indicating the audience's sensitivity to aggressive marketing.
- The impact of e-promotion on user behaviour - the majority of respondents (69%) visit the website of the tourist destination after seeing the e-promotion message, showing that this marketing method has the potential to engage users. At the same time, recommendations from friends have a strong impact, as 74.5% of respondents consult friends before visiting a website.
- Perception and trust in e-propaganda - more than half of respondents (56.5%) do not trust e-propaganda messages with celebrities, indicating the limited impact of influencer marketing. In addition, the Commission considers that the measure does not constitute State aid within the meaning of Article 107 (1) TFEU. In the absence of any other comments, the conclusions set out in recitals (74) to (75) of the provisional Regulation are confirmed..
- The role of digital tools in research and communication - the majority of respondents believe that tourism companies can collect data on the popularity of their offer (41.25%) and analyse the profile of future tourists (68.5%) via their website. A large majority (56%) believe that social networks can help tourism companies research their services. More than half of the respondents (45.5%) believe that communication with tourists is better with the use of mobile phones, computers and the Internet.
- The effectiveness of different forms of digital marketing - respondents are divided on whether virtual audio and video materials are more effective than other forms of e-propaganda, but about 35% consider them the most effective. Most of the respondents (41%) considers that the e-bussines models can improve the traditional marketing strategies of tourism companies.

4.RESULTS FROM THE RESEARCH

In Table 3, 4 and 5 the size of the cross-referenced data for: gender, education degree and age of the respondents is given according to the claim i believe that virtual audio and video

materials on the websites of the tourism company are more effective than other forms of propaganda.

Table 1. I believe that virtual audio and video materials on the websites of travel companies are more effective than other forms of propaganda.

Count Total % Col % Row %	I dissagree	neutral	I agree	total
Male	59 14.75 47.20 34.91	56 14.00 41.48 33.14	54 13.50 38.57 31.95	169 42.25
Female	66 16.50 52.80 28.57	79 19.75 58.52 34.20	86 21.50 61.43 37.23	231 57.75
Total	125 31.25	135 33.75	140 35.00	400

Table 2. Cross-referenced data for education degree respondents claimed that I believe virtual audio and video materials on tourism company websites are more effective than other forms of propaganda

Count Total % Col % Row %	I dissagree	neutral	I agree	total
SSS	67 16.75 53.60 25.19	99 24.75 73.33 37.22	100 25.00 71.43 37.59	266 66.50
VŠ ili VSS	58 14.50 46.40 43.28	36 9.00 26.67 26.87	40 10.00 28.57 29.85	134 33.50
Total	125 31.25	135 33.75	140 35.00	400

Table 3. Cross-referenced data for the age of the respondents according to the claim I believe that virtual audio and video materials on the websites of tourism companies are more effective than other forms of propaganda

Count Total % Col % Row %	I dissagree	neutral	I agree	total
from 18 to 30	46 11.50 36.80 28.40	67 16.75 49.63 41.36	49 12.25 35.00 30.25	162 40.50
From 31 to 50	47 11.75 37.60 31.33	52 13.00 38.52 34.67	51 12.75 36.43 34.00	150 37.50

	32	16	40	
over 50	8.00	4.00	10.00	88
	25.60	11.85	28.57	22.00
	36.36	18.18	45.45	
Total	125	135	140	400
	31.25	33.75	35.00	

In (Tables 6, 7 and 8) the value for the Hi square test is given for the cross-referenced data for: gender, education degree and age of the respondents according to the claim I believe that virtual audio and video materials on the websites of tourism companies are more effective than other forms of propaganda.

Table 4. Hi square test gender respondents according to the claim I believe the virtual audio and video materials on the website of the tourism company are more effective than other forms of propaganda

Test	Hi kvadrat test	probability
Pirson	2.064	0.3562

Tabela 7. Hi square test education degree according to the claim i believe the virtual audio and video materials on the website of the tourism company are more effective than other forms of propaganda

Test	Hi kvadrat test	probability
Pirson	13.694	0.0011

Tabela 8. Hi square test age of the respondents according to the claim i believe the virtual audio and video materials on the website of the tourism company are more effective than other forms of propaganda

Test	Hi kvadrat test	probability
Pirson	14.131	0.0069

The threshold of significance is 0,05, degree of freedom degree of freedom 2, the limit value for $\chi2=5,991$. The resulting value for $\chi2=2.064$ is less than the tabular value of $\chi2=5.991$ and the resulting significance of 0.3562 is greater than the threshold of 0.05, therefore we accept the null hypothesis H011: There is no statistically significant difference between the sexes of tourists in the belief that virtual audio and video materials on the websites of tourism companies are more effective than other forms of propaganda. The threshold of significance is 0,05, the degree of freedom is 2, the limit value for $\chi2=5,991$. The obtained significance for $\chi2=13.694$ is greater than the tabular one $\chi2=5.991$, and the obtained significance of 0.0011 is less than the threshold of 0.05, so we accept the alternative hypothesis Ha12: There is a statistically significant difference between school preparation of tourists in the attitude towards believing that they are virtual that virtual audio and video materials on the websites of tourist companies are more effective than other forms of propaganda. The threshold of significance is 0,05, degree of freedom degree of freedom 2, the limit value for $\chi2=5,991$. The resulting value for $\chi2=14.131$ is greater than the tabular value $\chi2=9.488$, and the resulting significance of 0.0069 is less than the threshold of 0.05, so we accept the alternative hypothesis Ha13: There is a statistically significant difference in

the age of tourists in the attitude towards the belief that they are virtual that virtual audio and
video materials on the websites of tourism companies are more effective than other forms of
propaganda.

In (Tables 9, 10 and 11) the sizes of the crossed data are given for: gender, education and
age of the respondents according to the claim i think that communication between the tourist
company and the tourist is better when they are using: mobile phones, computers and the
Internet.

Table 5. Cross-referenced data for half of the respondents according to the claim that I think the
communication between the tourism company and the tourist is better when they use: mobile phones,
computers and the Internet

Count Total % Col % Row %	disagree	neutral	agree	total
male	42 10.50 46.15 24.85	57 14.25 44.88 33.73	70 17.50 38.46 41.42	169 42.25
female	49 12.25 53.85 21.21	70 17.50 55.12 30.30	112 28.00 61.54 48.48	231 57.75
total	91 22.75	127 31.75	182 45.50	400

Table6. Cross-referenced data for school readiness of respondents according to the claim I think
communication between the tourism company and the tourist is better when using: mobile phones,
computers and the Internet

Count Total % Col % Row %	disagree	neutral	agree	Total
SSS	56 14.00 61.54 21.05	99 24.75 77.95 37.22	111 27.75 60.99 41.73	266 66.50
VŠ ili VSS	35 8.75 38.46 26.12	28 7.00 22.05 20.90	71 17.75 39.01 52.99	134 33.50
Total	91 22.75	127 31.75	182 45.50	400

Table 7. Cross-referenced data for the age of the respondents according to the claim I think the communication between the tourism company and the tourist is better when using: mobile phones, computers and the Internet

Count Total % Col % Row %	disagree	neutral	agree	Total
from 18 to 30	31 7.75 34.07 19.14	57 14.25 44.88 35.19	74 18.50 40.66 45.68	162 40.50
from 31 to 50	34 8.50 37.36 22.67	52 13.00 40.94 34.67	64 16.00 35.16 42.67	150 37.50
over 50	26 6.50 28.57 29.55	18 4.50 14.17 20.45	44 11.00 24.18 50.00	88 22.00
Total	91 22.75	127 31.75	182 45.50	400

In (Tables 12, 13 and 14) the value for the Hi square test is given for the crossed data for: gender, dregree of education and age of the respondents according to the claim i think that communication between the tourist company and the tourist is better when used: mobile phones, computers and the Internet.

Table8. Hi square test gender of respondents according to the claim I think the communication between the tourist company and the tourist is better when used: mobile phones, computers and the Internet

Test	Hi kvadrat test	Vjerojatnost
Pirson	2.000	0.3680

Table 9. Hi square test education degree respondents according to the claim i think the communication between the tourist company and the tourist is better when used: mobile phones, computers and the Internet

Test	Hi kvadrat test	Vjerojatnost
Pirson	10.964	0.0042

Table 10. Hi square test the age of the respondents according to the claim i think the communication between the tourist company and the tourist is better when they use: mobile phones, computers and the Internet

Test	Hi kvadrat test	Vjerojatnost
Pirson	7.915	0.0948

The threshold of significance is 0,05, degree of freedom degree of freedom 2, the limit value for $\chi 2=5,991$. The resulting value for $\chi 2=2.000$ is less than the tabular value $\chi 2=5.991$, and the resulting significance of 0.3680 is greater than the threshold of 0.05, so we accept the null hypothesis H021: There is no statistically significant difference between the sex of the tourist in the opinion that communication between the tour company and the tourist is

better when using: mobile phones, computers and the Internet. The threshold of significance is 0.05, the degree of freedom is degree of freedom 2, the limiting value for $\chi2$=5.991. The resulting value for $\chi2$=10.964 is greater than the tabular value $\chi2$=5.991, and the resulting significance of 0.0042 is less than the threshold of 0.05, so we accept the alternative hypothesis Ha22: There is a statistically significant difference between the school-prepared tourists in the attitude to the opinion that communication between the tour company and the tourist is better when using: mobile phones, computers and the Internet. The threshold of significance is 0,05, degree of freedom degree of freedom 2, the limit value for $\chi2$=5,991. The resulting value for $\chi2$=7.915 is less than the tabular value $\chi2$=9.488, and the resulting significance of 0.0948 is greater than the threshold of 0.05, so we accept the null hypothesis H023: There is no statistically significant difference in the age of the tourist in the opinion that communication between the tour company and the tourist is better when using: mobile phones, computers and the Internet.

In (tables 15, 16 i 17) The cross-referenced data sizes are given for.: gender, education degree i age of the respondents and according to the claim, i believe that e-business models can enhance the traditional marketing strategies of the tourism companies.

Table 11. Cross-referenced data for the respondent's gender according to the claim I believe that e-business models can enhance the traditional marketing strategies of tourism companies

Count Total % Col % Row %	disgree	neutral	agree	total
male	71 17.75 58.68 42.01	52 13.00 45.22 30.77	46 11.50 28.05 27.22	169 42.25
female	50 12.50 41.32 21.65	63 15.75 54.78 27.27	118 29.50 71.95 51.08	231 57.75
total	121 30.25	115 28.75	164 41.00	400

Table 12. Cross-referenced data accorrding the education degree for the respondent's i believe that e-business models can enhance the traditional marketing strategies of Internet tourism companies.

Count Total % Col % Row %	disagree	neutral	agree	total
SSS	75 18.75 61.98 28.20	83 20.75 72.17 31.20	108 27.00 65.85 40.60	266 66.50
VŠ ili VSS	46 11.50 38.02 34.33	32 8.00 27.83 23.88	56 14.00 34.15 41.79	134 33.50
Total	121 30.25	115 28.75	164 41.00	400

Table 13. Cross-referenced data accorrding the age of the respondent's i believe that e-business models can enhance the traditional marketing strategies of Internet tourism companies.

Count Total % Col % Row %	ne slažem se	neutralno	slažem se	Total
od 18 do 30	46 11.50 38.02 28.40	55 13.75 47.83 33.95	61 15.25 37.20 37.65	162 40.50
od 31 do 50	43 10.75 35.54 28.67	44 11.00 38.26 29.33	63 15.75 38.41 42.00	150 37.50
preko 50	32 8.00 26.45 36.36	16 4.00 13.91 18.18	40 10.00 24.39 45.45	88 22.00
Total	121 30.25	115 28.75	164 41.00	400

In (tables 18, 19 i 20) given data is the value for the Hi square test for crossed data for: gender, school readiness and age of the respondent according to the claim I believe that e-business models can improve the traditional marketing strategies of tourism companies

Table 14. Hi square data accorrding the gender of the respondent's i believe that e-business models can enhance the traditional marketing strategies of Internet tourism companies

Test	Hi kvadrat test	Vjerojatnost
Pirson	27.354	<.0001

Table 15. Hi squere data accorrding the education degree of the respondent's i believe that e-business models can enhance the traditional marketing strategies of Internet tourism companies

Test	Hi kvadrat test	verojatnost
Pirson	2.801	0.2465

Table 16. Hi squere data accorrding the age of the respondent's i believe that e-business models can enhance the traditional marketing strategies of Internet tourism companies

Test	Hi kvadrat test	vjerojatnost
Pirson	7.261	0.1227

The threshold of significance is 0,05, degree of freedom degree of freedom 2, the limit value for $\chi 2 = 5,991$. The resulting value for $\chi 2 = 27.354$ is higher than the tabular value $\chi 2 = 5.991$ and the resulting significance of 0.0001 is lower than the threshold of 0.05, so we accept the alternative hypothesis Ha31: There is a statistically significant difference between the sexes of tourists in the attitude towards the view that e-business models can improve the traditional marketing strategies of tourism companies. The threshold of significance is 0,05, degree of freedom degree of freedom 2, the limit value for $\chi 2 = 5,991$. The resulting value for

$\chi 2$=2.801 is less than the tabular value $\chi 2$=5.991 and the resulting significance of 0.2465 is greater than the threshold of 0.05, therefore we accept the null hypothesis H032: There is no statistically significant difference between school-prepared tourists according to the view that e-business models can improve the traditional marketing strategies of tourism companies. The significance threshold is 0,05, the degree of freedom is 2, the limit value for $\chi 2$=5,991. The resulting value for $\chi 2$=7.261 is less than the tabular value $\chi 2$=9.488, and the resulting significance of 0.1227 is greater than the threshold of 0.05, so we accept the null hypothesis H033: There is no statistically significant difference in the age of tourists according to the opinion that they believe that e-business models can improve the traditional marketing strategies of tourism companies.

CONCLUSIONS OF THE RESEARCH

The results show that e-propaganda has a significant impact on consumer behaviour, but its effectiveness depends on the quality of the content and the means of communication. Consumers appreciate informative and creative advertising, but they avoid aggressive advertising. In order to achieve the objectives of this Regulation, the Commission will support the implementation of the Union's integrated maritime policy and contribute to the achievement of the objectives of the Union's integrated maritime policy. Based on the gender, educational background and age of the respondents according to the claim I believe that the virtual audio and video materials on the websites of the tourism company are more effective than other forms of propaganda we can conclude the following:

The results of the hi-square test ($\chi 2$) indicate the different influences of demographic factors on tourists' attitudes towards the effectiveness of virtual audio and video materials in tourist e-promotion. While the gender of the tourist is not a significant factor in the formation of these attitudes, school readiness and age have a statistically significant impact. These findings have important implications for tourism companies and their marketing strategies. In the absence of any other evidence, the Commission considers that the marketing services agreements concluded between the airlines concerned and the airlines in question constitute State aid within the meaning of Article 107 (1) TFEU. In order to ensure the consistent application of the principles of proportionality and proportionality, it is appropriate to set out in the Annex to this Regulation a list of the factors that should be taken into account in the assessment of the impact of the measure on competition. On the other hand, the significant influence of school dress on attitudes indicates that tourist education plays an important role in the way they perceive virtual audio and video materials. In order to facilitate the use of digital channels for the promotion of tourism, Member States should be able to provide for the use of digital channels for the promotion of tourism. This suggests that tourism companies can achieve better results if they create personalized marketing messages that will be tailored to the different levels of education of their potential customers. In addition, age is another significant factor affecting the perception of the effectiveness of this form of e-propaganda. Different age groups may have different digital media usage habits, as well as different levels of trust in virtual audio and video materials. For example, younger tourists, who have grown up in the digital era, may be more receptive to this form of marketing, while older generations may be more inclined towards more traditional forms of promotion or require additional

evidence of the credibility of the information. The Commission considers that the aid is compatible with the internal market within the meaning of Article 107 (3) (c) of the Treaty. In order to ensure that the objectives of the Digital Agenda are achieved, the Commission should develop a strategy for the promotion of the digital single market, which should be based on the principles of transparency and equal treatment. In order to ensure that tourists are able to enjoy the benefits of the digital single market, the Commission should be able to use the digital single market as a platform for the exchange of information and best practices between tourists.

Based on the gender, education degree and the age of the respondents according to the claims, i think the communication between the tourism company and the tourist is better when they use: mobile phones, computers and the Internet:

The results of the hi-square ($\chi2$) test showed that different demographic factors influence tourists' attitudes about the effectiveness of communication with tourism companies through digital technologies. While the gender and age of the tourist are not significant factors in the formation of these attitudes, school readiness plays a key role in the way tourists experience the use of mobile phones, computers and the Internet in communicating with tourism companies. The gender of tourists is not a significant factor in the perception of digital communication, indicating that men and women have similar access to the use of mobile phones, computers and the Internet to interact with tourism companies. This means that companies engaged in digital marketing in tourism do not have to adapt their communication strategies based on the gender of the user, but focus on other more relevant factors. Age is also not a significant factor, indicating that all age groups have roughly similar attitudes towards digital communication. This may mean that digital technologies are widely adopted among different generations of tourists and that their use is more dependent on other factors, such as the level of technological literacy or personal preferences, rather than on age itself. Tourism companies can take advantage of this by creating universally accessible digital platforms that will appeal equally to young, middle-aged and older tourists. On the other hand, school readiness has a significant impact on tourists' attitudes towards digital communication, meaning that people with different educational levels may have different expectations and experiences in using mobile phones, computers and the internet to communicate with tourism companies. For example, tourists with a higher level of education may have higher expectations regarding the quality of digital communication, wanting more detailed information, interactive content and personalised services. In contrast, tourists with a lower level of education may have simpler requirements and be more inclined towards more traditional forms of communication. These findings have significant practical implications for tourism companies and their marketing strategies. In order to ensure a high level of transparency, the Commission should be empowered to adopt delegated acts in accordance with Article 290 of the Treaty on the Functioning of the European Union, in order to specify the criteria for the selection of the most appropriate means of communication.

Based on the gender, education degree and age of the respondents according to the claim, i believe that e-business models can enhance the traditional marketing strategies of tourism companies.

- The results of the analysis showed that there are differences in the attitudes of tourists in relation to gender in terms of the perception that e-business models can enhance the traditional marketing strategies of tourism companies, while schooling and age are not significant factors in this context. The gender of the tourist has a significant impact on how they perceive the impact of e-business models on the traditional marketing strategies of tourism companies. This appropriation is intended to cover expenditure on the purchase, hire, servicing and maintenance of computers and peripheral equipment, as well as the purchase, maintenance and repair of computers and peripheral equipment, and the purchase, hire and maintenance of computers and peripheral equipment. In addition, the Commission considers that the fact that the e-business model has been developed in such a way that it has been able to attract the attention of consumers is not sufficient to justify the existence of an advantage. The Commission considers that this is the case in the present case, where the aid is granted to a specific undertaking or to a group of undertakings. This means that tourism companies can use universal digital marketing strategies without the need for significant adaptations depending on the educational level of the clients. Age is also not a significant factor, meaning that tourists of different generations have similar views on the importance of e-business models in modern tourism. This may indicate the widespread adoption of digital technologies in the tourism sector, irrespective of age, which opens up the possibility for tourism companies to apply uniform strategies based on e-business models.

The results of the research can help tourism companies make better decisions on how to improve their digital marketing strategies. By tailoring their messages to different demographic groups, they can achieve greater engagement, increase the interest of potential tourists and improve their marketing impact**.**

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