

ANALYSIS ON THE EFFICIENCY OF ONLINE MARKETING TOOLS THROUGH THE EXAMPLE OF A HEALTH TOURISM PROVIDOR

SUMMARY

I think the choice of theme is very current now, because the usage of online marketing's devices are indispensable and fundamental for the service sector. After the expansion of the internet, the expectations of the consumers have changed. They want to buy everything immediately, locally and for the lowest price. This occurrence can be found in the tourist industry too, so it is very important to introduce the new methods of marketing.

The online- marketing is a new theme now, but the importance of it becomes bigger and bigger, the innovations appear more and more. Increasing the visitor's number depends on what kind of website the services have. So if they want to be efficient, they have to get information about the special habits and attributes of potential guests. The Google Analytics program helps them to be successful in it. I am going to analyse this program in detail in my study.

The purpose of this research is to examine the role of the online marketing in the health tourism and to present it through an instance of a service. I would like to know if their investments are refunded or not.

The research contains primer and secunder analyses too. I examine the qualities of a touristic service's website in Hajdúszoboszló and I use the Google Analytics program for it. It is an online analysis solution, that helps to have a view of the trade and the efficiency of marketing.