

# THE ROLE OF HUMAN RESOURCES ON TOURISM MARKETING

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## **Abstract**

There is more than a half-century that marketing in tourism as a subject in various universities is applied, when in the same time I can say that tourism has become a social phenomenon which characterize our era. This synthesis of these elements gives us a wide field survey. The economic significance of tourism is growing day by day, we need to find out the requirements and customer needs, and offer what they want or need. People can do this, but first we need to remove the perception that marketing has to do only with the promotion, which is a key element of the marketing mix. This is best achieved by building human capacity first, which will be able to identify the needs of tourists, to find a way how those needs will be fulfilled, which prices will make us competitive, but without forgetting here to communicate our offer to tourists. Fundamental research that actually represents basic research, pure, theoretical or experimental, with the aim of achieving new knowledge for instances, objects, phenomena, or basic facts about understanding marketing and tourism. Through this kind of research we will try to detect phenomena, markers to highlight the relevant processes, ties of cause-effects, in nature, in society and in the human mind especially applied in tourism marketing. Quantity research will be implemented to understand how people percept marketing and qualitative research through interviews with people who daily work with marketing. The answers that we will try to get are: is it necessary to learn marketing in secondary schools? Do the teachers of economics understand themselves what marketing is? What should be done?

**Keywords:** *marketing, development, economy, tourism, and human resources*