

# SIGNIFICANCE OF MARKETING COMMUNICATIONS IN THE TOURISM MARKET

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**Abstract:** *Activities of marketing communications in tourism are part of the joint framework of marketing efforts aimed at satisfying tourists' needs. The role of promotion in tourism development is to adequately inform tourists about a specific area and to attract them to it. This paper highlights different forms of marketing communications and promotional activities by which agents in tourism system participate in communication processes in the tourism market. The role of sports and activity is very important in the creation of the overall tourism product. The paper stresses the importance that promotional activities are coordinated by all those involved in tourism sector and on all levels so that, based on mutual interest and marketing concept, the tourism product is successfully presented and business targets are achieved. Promotion therefore bears particular significance in the activities of agents in tourism system and is also very important for the development of tourism.*

**Key words:** *marketing communications, promotion, development of tourism, agents in tourism system, sports and activity*



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