



## Article Title

**Application of the Internet Market Research Methods in Hospitality.**

## Citation

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## Abstract

This paper analysis the role of Internet market research in hospitality due to it's changing and complex environment. New aspects of consumer behavior and especially new technologies give rise to new or existing tourism growth markets.

In order to examine this problem, the following methods were used: analysis, synthesis, induction, deduction and online secondary research. Results showed that online market research methods improve the quality of e-marketing process in hospitality.

## Summary

Online market research is a key element of the marketing information in hospitality.

It connects consumers, clients and the public with the company using the information. Marketing opportunities analysis, in which the swap process is carried out on the hospitality market is based on market research. It is the essence and the core of decision-making system in marketing management. Any attempt to a comprehensive definition of market research must describe the role and the purpose in which the research is set as a part of marketing plan.