Chapter 5
Marketing Communication of SMEs Acting in Creative Tourism

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ABSTRACT
The author aims to combine so important firms ‘processes as creating of marketing communication and making creative tourism by small and medium-sized enterprises is. It offers to view of some chosen examples of good practice in Czech SMEs. Marketing plays significant role in business. Unfortunately, SMEs (including many travel agencies) aren’t able to take full advantages of marketing. The author discusses this issue and is looking for possible solutions. In additional the author deals with the patterns of marketing communications in SMEs describe the situation of tourism in Europe and discuss the creative tourism and its role not only for tourism but also for SMEs and national economy.

INTRODUCTION
Even at the beginning of 20th century, when tourism started being professionally researched, its economic influence on GDP and national economy of a particular country became noticeable. New enterprises have to be deployed to satisfy customers’ needs under the influence of growth in tourism in that time. These customers are one of the main parts of tourism, so-called objects of tourism. The new enterprises are mainly focused on accommodation, traveling, wellness services, entertainment, and other tourists’ services. The main part of these enterprises belongs to the category of Small and Medium Enterprises (SMEs). SMEs represent about 99% of total amount of enterprises in the national economy. When we consider the example of the Czech Republic, SMEs represents 99.84% of all enterprises in 2014. In case we consider a specific situation in the sphere of tourism. The ratio is quite similar – 99.98%. As it is obvious from the ratio provided above, a completion in this field of economy is very high and it is possible to find enterprises which are not able to keep providing services; moreover, these enterprises have to be closed. Generally, one of the biggest problems of SMEs is effective competitiveness. It caused mainly by insufficient financial resources in a particular enterprise. Insufficient financial resources and the unwillingness of entrepreneurs are the main reason why strategic goals of enterprises are correctly not set. Goals are set mostly from month to month instead of setting long-term (strategic) goals; moreover, they are not able to acquire a customer. High-quality sales strategy together with marketing strategy and

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communication with customers is the real accelerator of whole entrepreneurship. Undoubtedly, a big scale of marketing tools providing high effectiveness is available on the market and SMEs are mostly able to choose from the tools from the low-cost category.

**BACKGROUND**

**Small and Medium Enterprises**

The first step of small and medium-sized enterprises (SMEs) analysis is a structural division based on Regulation of European Commission 70/2001. Main criteria of the size of enterprises are number of employees, turnover per year and total assets. In spite of the fact that this classification is internationally recognized, different opinions declare this classification as no optimal for purposes of pregnant classification. For example, Vojík (2010) suggests a classification – micro, small and the others (medium and large) – this new classification is supported mainly by the fact that the most of the activities in micro and small enterprises are strongly influenced by owner, managing director etc. (Stock, Greis, & Fischer, 2002). SMEs are important for the national economy in every country. SMEs are linked with many of advantages (entrepreneurs’ motivation, family involvement, flexibility, personal relationships, continuity, market niche advantages) and disadvantages (lack of economic scale, informal management, finance hurdle, delegation and leadership hurdle, personal relationships, etc.), (Buhalis & Peters, 2006). Many of the disadvantages of SMEs occur due to their lack of economies of scale and scope, resulting in high fixed costs and relatively high costs per unit. (Buhalis & Peters, 2006).

Their importance is based on their flexibility, covering different segments and also on low capital intensity. SMEs create more than 60% of jobs. The largest proportion is of micro and small businesses - about 93% in each country (Buhalis & Peters, 2006). After the year 1989 became the micro and small enterprises fastest developing and growing firms in post-communistic countries. They began to promote in the field of tourism step by step. But SMEs from developed countries had in this area has a significant position.

For the development of tourism is an important growth and performance of the companies operating in this area. Determinants that affect the performance of enterprises can be divided into tangible and intangible assets. Researchers in the material classified human resources and their work (Collier et al, 2011). Enterprises must, therefore, encourage employees and respond to their demands. For business performance are also important skills. The role of knowledge must be considered as an essential element of the company. Knowledge must respond flexibly to the changing environment (Breuer & Kampkötter, 2013).

Business performance is difficult to measure. It is possible to measure business performance objectively (by quantities data) or subjectively (through perception or expectation) according to financial and non-financial data.

According to Janssen (2005), the growth is the result of a rising in demand for the products/services of the enterprises. The main attributes of enterprise growth are as follows:

- Increasing number of employees
- Increasing turnover
- Increasing amount of assets