

BUSINESS BEHAVIOUR IN TOURISM

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Abstract

Romanian businesspeople admit that there are still behavioural gaps, but the signals are encouraging. "In the past few years we have found a positive evolution in business behaviour in Romania" Obie Moore ,a partner in Salans law firm says. „It is a normal thing against the background of globalisation. People have started to understand that they can't have a long-term business if they don't treat respectfully their partners"¹. The brand in business is a habit acquired as time goes on. Contrary to popular belief, it is sometimes missing even at the highest levels and also in countries with a solid corporalist tradition. In a permanent growing business environment there will always be new things to learn. Success depends not only on the ability to perceive the occasions and opportunities but also on offering a business card which means a good impression and strengthen long-term business relations.

Key words: behaviour, businessman, group, communication

INTRODUCTION

Tourism promotion is seen as the complex process of links created between touristic product and its potential consumer, using for this purpose specific instruments such as: advertising , public relations and sales promotion². Global communication , borders that begin to disappear , networking through media , desire of knowledge , cultural openness against the background of emphasising ethnicity - we are moving towards a society of public relations , in which tourism is supported by the International Public Relations , and tourism promotes and encourages these relations³.

¹ Marinescu Aurelia, Codul bunelor maniere astăzi, edit. Humanitas, 2000, Pietkiewicz Edward, Eticheta managerului, edit. All, 1999

² Nicolescu E., Marketing în turism, Ed. Sport-Turism, București, 1975

³ Olimpia Ban – Tehnici promoționale și specificul lor în turism – pp. 298-302, 2007

MATERIAL AND METHODS

The methods used in this study were diverse : historical method, comparative method, sociological method, logical method and the analytic one, their aim was the systematic analyse of the information selected from the sources studied in order to develop personal points of view and conclusions about the stated objectives.

RESULTS AND DISCUSSIONS

A study realised by the publication Reader's Digest reported a situation which doesn't do credit to Romania and its capital, specifically. According to the reporters of said publication, which is circulating across the entire world in hundreds of thousands of copies, Bucharest residents are the most impolite people in Europe. The study, realised in 35 big cities of the world, placed Romania's capital on the last but one place in the world, before Mumbai (India), and on the last place in Europe.

Getting over the more or less backed up assessments of the study, the certainty of the importance of the rules of polite and adequate behaviour remains; they are essential for existence in society. And in the world of business, said rules are even more pretentious.

In tourism, the role of Public Relations is and will be increasing, thanks to the characteristics of the touristic product and the general attitude compared to the other forms of promotion.

Unlike other products, the touristic product cannot be transported to the client, but the client has to come to the product. The client needs to get closer to the product through its image, which "comes" to the client. In this stage, Public Relations are taking place between touristic services providers, the opinion leaders and the touristic product distributors.

Along with the purchasing of the touristic product, it is bought the whole landscape, the natural and human climate. The attitude to a destination is essential for purchasing a product. Public Relations prepare the public opinion in order to promote the offer itself. They maintain a permanent dialogue with the public, recording the attitude changes.

The option for a foreign tourist destination is consistent with the general aspects of the site related to: cultural, standard of living, the

natural, the political environment etc. The objective factors that ensure the increasing or diminishing the sympathy index for a place are: inventiveness or lack of it, the accessibility given by the price and approach, behavioural factors etc. Through Public Relations, the target public may be familiarized with the cultural values of different destinations, and it may be close to them. The host community's attitude towards tourism in general and towards tourists is part of the destination. Through Public Relations the community is being prepared to accept the development of this economic sector.

The most important aspect when talking about the quality of touristic services is the staff performance. Internal Communications is responsible for permanently keeping the contact with the organization's employees. Through management's intercommunication with the staff, organization's targets, the way to achieve them and the incentives are submitted, and the employees' feedback to everything happening within the organization is taken into account.

The subject of the international markets is more and more discussed, and tourism is a field where the internationalization of markets is an imperative. Even though, tourism companies prepare their expansion on international markets with the help of Public Relations, on an international level, PR is still a challenge the relationists face.

"Public Relations represent more than just business practice, they are a type of social behaviour"⁴.

The international trade can not be accomplished efficiently without maintaining a proper communication between the parts involved. Managers meet at various trade fairs where they discuss and sign contracts.

The tourism fair offers the chance of comparison between the stands of the different agencies or countries, as the stand is not just a simple construction, a host, but actually a micro-agency or a micro-country. The tourism fair is an extraordinary opportunity for the offerers that work in the providing information field, for they can gather information and meet real potential consumers. The tourism fair is an unbelievable occasion for promotion in a creative form of the touristic offer. The conventional tools of the promotion can be utilized in an unconventional way, full of imagination, with possibilities of considerably increased success. The tourism salon is a way of "visualization", of "tangibility" of the touristic product.

The history of fairs sets off its archetype, as the venue for a certain supply and demand of goods, organized at regular time intervals in order to

⁴ Kruckeberg D., op. cit.

achieve actual transactions. In this context, the association between the fair as a place of sale of goods, and tourism, intangible by definition may seem a bit forced. In an era of services, adapt to the new requirements and fairs, helping to transform tourism services, tourism product into a commodity⁵. Fairs offer advantages both for the organizers and for exhibitors, sponsors, visitors.

Fair exhibitors have, throughout their goals, the following:

- Informing, the conduction of promotional messages to different categories of the public, which contribute to the improvement of the country's image as a destination or of the promoting company, as well as to determine an immediate reaction through the purchase of new products;
- The testing of new products and prices, of some new channels of distribution, as well as some new ways of promoting the sales;
- The gathering of information in regards to the representation of the market where they cast loose their activity, namely: of the customers, of the competition, of the providers etc.
- The identification of some opportunities regarding the signing of a contract with some partners, regarding the approach and the entering in a new market.

The successful participation to a tourism fair assumes a careful analyse of the fair's nature, the organizers' goals, the potential participants, the potential visitors, the fair's level of coverage. The concretization of fair presence is made through the tourism stand or the stands one country rents through the representing countries.

Firstly, meeting other specialists in the field allows direct comparison of the offers, of ways of promoting and of the immediate reaction of the public. In the field it is said that , with the occasion of participating to these fairs 'you learn tourism for a lifetime'. Experience shows.

On the other hand, it's obvious that simply attending this kind of manifestation won't guarantee your success. Firstly, objectives pursued through participation need to be established, then selecting the manifestations that offer the best environment for reaching those objectives, then establishing the budget allotted to the participation and the concrete way of distributing the funds.

⁵ Olimpia Ban – Tehnici promoționale și specificul lor în turism – pp. 307-308, 2007

Creativity is essential for attracting and maintaining attention, The fair presents itself like a store, and the stand or stands of the brands or countries appear to be some goods. The visitors are the clients of the store. Out of those some know exactly what they want and go straight to the goods that interest them while others are undecided and open to suggestions. Well, the goods that will have the nicest packaging, that are the noisiest, that imply freebies or gifts, that are more on display, more accessible, will have higher chances of success. Measuring the results of participation in the fair is closely related to the success of the overall fair. The factors which determinate the success of a fair can be divided into quantitative factors. Quantitative factors are: revenues value, rented area, number of exhibitors and visitors. Qualitative factors refer to: visitors structure, fair climate, mass media reaction.

Participating at the firm level, assessment is done similarly. Quantitatively aims: the number of materials distributed, the number of visitors to the stand, the number of people who were discussions, the number of signed contracts etc. among qualitative variables enter: participation image reflected in the media, the general impression created by the participants, the type of visitors to the stand etc⁶.

But the fairs are not the only opportunity to meet up. If needed they travel to certain firms to establish, immediately, connections with people who are willing to do commercial trades, to discuss concrete topics and to know the companies which produce articles that interest them.

Studying the behaviour of the entrepreneur was and still is an ongoing concern of specialist from different fields of economy, seeking through the developed theories the way to explain how the entrepreneur acts in an external environment in continuous change, characterised by an increased degree of risk and uncertainty, increasing share of uncompetitive market structures, the change of the competition nature and emphasising it, particularly internationally, the varying intensity of the states intervention based on its economic policies.

When defining the entrepreneur's behaviour, a very important aspect is to point out the content of the term 'economical thinking', which in the specialty literature, has the following views: choosing the best method for using the resources in order to maximize the suggested objective and on the other hand making sure of the proper functioning of the business' whole economical structures and/or at a national level.

⁶ Olimpia Ban – Tehnici promoționale și specificul lor în turism – pp. 308-311, 2007

The entrepreneur's behaviour is influenced by a multitude of social factors: The national and cultural virtues system is based on a certain virtue system; the influence of school and its attitude towards the entrepreneur; family traditions; the manifestation of public opinion etc

At present, in developed countries, the entrepreneur's behaviour becomes a noticeable strategic character, looking to modify the conditions of the outside environment, because he develops his activity largely on markets with strong competition.

A certain way of strategical behaviour chosen by the entrepreneur assumes knowing the conditions in which they can succeed in obtaining the desired results.

CONCLUSION

A good tourism manager has to be instructed and informed in this field, to speak fluently at least a foreign language and to be able to operate fast a PC and the Internet and of course to communicate efficiently with the agency's customers. The basic knowledge in Geography and Economy is not enough because the tourism manager comes permanently into direct contact with different people from different backgrounds. That is why new knowledge which could be acquired on the way is added to the basic knowledge : mental alertness, talent to combine business with pleasure, spontaneity and inspiration.

We say that being a tourism manager is a difficult job because the internal structure of travel agencies works in small business centres where the professionals have to be polyvalent, voyage managers, capable to make decisions in front of customers , responsible for the contracts and documents concluded with the customers and providers and capable to solve technical , administrative, fiscal and commercial duties. This job is strict and attractive and, despite the ludic character the touristic activity seems to have , every tourist is also full of emotion when he goes on a holiday.

On the other hand the touristic resources are very sensible and their protection is a big professional responsibility.

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