

ANALYSIS OF THE PROMOTIONAL ACTIVITY WITHIN THE RURAL TOURIST COMPLEX "HANUL PESCARILOR SĂLDĂBAGIU DE MUNTE – BIHOR

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Abstract

Upon entering the gate of the rural tourist complex "Hanul Pescarilor" the tourist is welcomed by a fairytale world, feeling that fairy tales with princes and princesses seem to be taken from this realm.

And to mark the wonder of the place, the lake around the inn, which covers an area of 8 hectares, has been landscaped, around which you can find pontoons specially designed for fishing.

The promotional activity within the rural tourist complex "Hanul Pescarilor" refers to a set of communication approaches aimed at the permanent or occasional transmission, within the framework of promotions through various channels and channels, of messages intended to inform both potential customers and tour operators about the existence of the rural tourist complex, the characteristics of the tourist products and services offered, in order to strengthen a positive image and to cultivate a favourable attitude towards them and to determine the decision to purchase the tourist product or catering.

Key words: framework of promotions, Brand messages, promotion strategies.

INTRODUCTION

The rural tourist complex, Hanul Pescarilor, was built in 2006, covering an area of 12 hectares, being arranged in the rustic style near Săldăbagiu De Munte, Bihor county, in a picturesque setting so welcoming for tourists and their families. The tourist complex "Hanul Pescarilor" is located near Oradea, in the area of Săldăbagiu de Munte, according to the ap below:

In this land, tourists can enjoy in peace and quiet all the services that are provided by qualified staff who welcome them with warmth and good cheer.

The rural tourist complex "Hanul Pescarilor" is a complex structure, being a combination of accommodation structures specific to rural tourism and agrotourism, complemented by recreational structures and event organization, which includes:

- accommodation;
- restaurants: Old Inn Medieval Cellar; Basarab Hall; Piano Bar;
- Wedding hall;
- Outdoor event spaces;
- Outdoor wedding hall;
- Swimming pool;
- Handling;
- Football pitch;

The services offered in the tourist complex "Hanul Pescarilor" in Săldăbagiu de Munte are:

- accommodation;
- food services;
- event organisation;
- leisure services: swimming pool; manej;
 - fishing pontoons;
 - football pitch

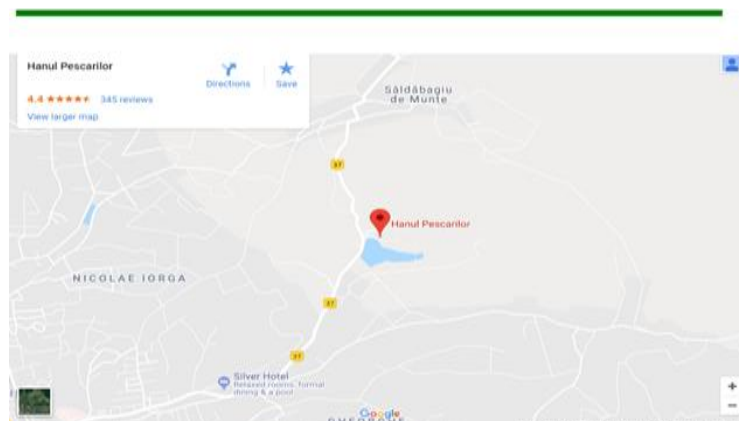


Image no. 1.1. Location of the rural tourist complex “Hanul Pescarilor”
Source: <http://www.hanulpescarilor.ro/>

MATERIAL AND METHOD

The aim of the research is to analyse the promotion activities in the field of rural tourism, within the "Hanul Pescarilor" complex, as an example of good practice among the general public.

As a research method we used the qualitative method, we collected data from the company's records and all the information provided. We analysed them, kept those that were of interest for the present situation and interpreted them.

RESULTS AND DISCUSSION

Analysis of promotional activity in the rural tourism complex the "Hanul Pescarilor" in the vision of online promotion and advertising, which is an active and dynamic form of promotion, involves the analysis of the following elements of it, as follows:

- promotion policy;
- promotional objectives;
- promotion strategy;
- promotional mix;
- promotional mix tools

The promotion policy of the rural tourist complex „Hanul Pescarilor", aims to convey information about the overall and individual offer, intended for sale, by creating a favorable image and attracting tourists and customers, achieved within the communication process.

The promotional communication mechanism of the promotion policy starts with the assessment of the relevant internal and external situation from the point of view of the promotion policy, the setting of the targeted objectives, which set the benchmarks of the promotion policy.

The objectives of the promotion policy are economic, psychological and corporate, established according to the general marketing objectives of the rural tourist complex "Hanul Pescarilor" and according to the target audience.

Promotional strategies within the rural tourist complex „Hanul Pescarilor" are the materialization of the promotion policy following the establishment of promotional objectives and two main categories of strategies are used:

- push strategies - aimed at pushing offers to tour operators and agents - as intermediaries - which involves promoting the offer to the next participant in the distribution process until the product is promoted directly to potential customers.
- pull strategies - involving promotional activity, mainly through media advertising, aimed at the general public and potential tourists, designed to determine the purchase decision.

The analysis of the promotion strategies was also carried out according to other criteria and we can identify a multitude of other types of strategies, classified according to various other criteria, within the tourist complex "Hanul Pescarilor".

The analysis of the promotional strategies, according to the way they are carried out, practiced within the tourist complex "Hanul Pescarilor", shows that two main categories of strategies are carried out within the promotional activities:

- strategy of permanent promotional activity - carried out on the official website on a permanent basis and promotion at the place of service provision, i.e. in the rural tourist complex;
- intermittent promotional activity strategy - depending on promotions and seasonality of offers.

The analysis of startups according to the criteria of market penetration or conquest of a new market shows that in the rural tourism complex "Hanul Pescarilor", the following strategies are used:

- focused strategy - formed and aimed at well-defined segments and target groups, e.g.: organisation of events, or a global offer for a form of agritourism consisting of accommodation, fishing and tasting of traditional fish products;
- Differentiated strategy - by applying various strategies for forming the promotional mix within differentiated offers:
- undifferentiated strategy - when addressing the whole market with the same promotional mix, e.g. pull strategies, by promoting the global offer.

The analysis of the promotion strategies within the rural tourist complex "Hanul Pescarilor" shows us that all the steps taken within the promotional activity are based on image promotion, which concerns both the tourist complex and the services and offers, so the most important promotion strategy is the image strategy, by forming, supporting and expanding it.

Promotional mix, used in the rural tourism complex the "Hanul Pescarilor" consists of combining the tools, methods and techniques used in the promotion and coordination activities in such a way that they lead to the achievement of the proposed promotional objectives in the most efficient way.

The analysis of the promotional mix used in the promotion of the rural tourist complex "Hanul Pescarilor" shows that it is composed of the following tools:

- advertising;
- public relations;
- sales forces;
- sales promotion;
- promotional events.

The promotional events organized within the rural tourist complex „Hanul Pescarilor" are specific promotional tools used in the promotion of agrotourism and consist of tastings organized within the Old Inn, with specific fish dishes, complemented by the possibility of fishing and accommodation within an agrotourism stay.

The use of tools in a smaller or larger dosage forms the promotional mix used in the promotion activity of the rural tourist complex "Hanul Pescarilor".

The objectives of online advertising are, in the long term:

- to draw the attention of the general public and the target audience - to the existence and the offer of the complex;
- Determining the consumption purchase decision - by choosing and purchasing the offer.

Online advertising, through all the tools used and through its content, is a strategic, active and dynamic tool in the promotion of the rural tourist complex "Hanul Pescarilor".

Functional advertising messages in the promotion of the tourist complex "Hanul Pescarilor" are characterized by the accuracy of the performance of the tourist product, both overall and individually; e.g.: "With a capacity of 320 seats, the wedding hall offered by the Hanul Pescarilor is the ideal place for such an event" (<http://www.hanulpescarilor.ro/sala-de-nunti>). Relationship messages in the promotion of the resort The "Hanul Pescarilor" are designed in such a way that potential customers are given testimonials and scenes of the tourism product or service, so that they can explain and justify the advantages and benefits of choosing a product or service; e.g. "Hot summer days pass more easily when you spend them in a swimming pool with clean water and a terrace where you can let the sun's rays touch you for a beautiful tan. Water so clean it seems to beckon you to cool off under its wings." (<http://www.hanulpescarilor.ro/piscina>).

Brand messages in the promotion of the tourist complex „Hanul Pescarilor" emphasizing the „moral" authority and „social" of the complex and at the same time certifies its notoriety; ex.

"In this land you can enjoy in peace and quiet all the services provided by qualified staff, who welcome you with warmth and good cheer. The birds that float on the lake say "Welcome" and invite you with their gallant play to come in and enjoy the tasty traditional dishes prepared by skilled chefs." (<http://www.hanulpescarilor.ro/>).

CONCLUSIONS

The rural tourist complex "Hanul Pescarilor" is a tourist unit that combines elements of rural tourism and agrotourism, catering, events and leisure.

The structure of the rural tourist complex "Hanul Pescarilor" is a very well organized structure, which allows from providing rural tourist

services, agrotouristic experiences, to the organization of events and sports competitions and agreement.

Analysis of promotional activity in the rural tourism complex

The "Hanul Pescarilor" in the vision of online promotion and advertising, which is an active and dynamic form of promotion, involves the analysis of the following elements: promotion policy; promotional objectives; promotional strategy; promotional mix; promotional mix tools.

Online advertising is the main promotional tool, which, due to the quality of information, its attractiveness and speed of reaching the target audience, has led to the development of an interactive promotional website, which transmits permanent advertising messages at a low cost, thanks to the advantages of the Internet, in order to advertise and promote the rural tourist complex "Hanul Pescarilor".

The online advertising of the tourist complex „Hanul Pescarilor", is of a dynamic type, containing virtual tours, in order to present the units of the complex.

The online advertising of the tourist complex "Hanul Pescarilor" is professionally made and addressed to the target audience, thus being an efficient form of communication between the complex, clients and potential clients, operating in four languages: Romanian, Hungarian, English and German.

Analysing the characteristics of online and offline advertising and promotion, we can conclude that the online environment offers more advantages than the traditional one and the two types of advertising have at least one point in common: in both cases, the target audience must be well known, the advertising messages and online and offline advertising must complement each other, convey the same idea, reinforce the message and not mislead the consumer.

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