

PROMOTING ONLINE ACTIVITY WITHIN A TOURIST COMPLEX

Bacter Călin Florin, Crainic-Casau Salvia Mirela* Chirilă Rebeca, Buda Mălina, Climpe Manuela Elena

*University of Oradea, Faculty of Environmental Protection, 26 Gen. Magheru St., 410048, Oradea, Romania, e-mail: casau.mirela@gmail.com

Abstract

The paper presents an analysis of the promotion activity in the field of rural tourism and aims to emphasize the role and importance of online promotion in terms of the advantages and disadvantages offered by it, in support of communication and promotion strategies within the tourist complex. The topic is topical and represents the role, importance and evolution of the application more and more of online promotion, including in rural tourism and agrotourism, because we live in the age of the internet and lack of time and achieving a strong image in the real world is no longer enough. Currently, due to current trends, opening and promoting a business with an international target, it needs a big opening that only the internet can offer in promoting the global image.

Key Words: online activity, promotion, marketing, agrotourism

INTRODUCTION

The purpose of the research is analysis of the activities of promotion in the field of tourism rural.

Objects of the works aims at the analysis and presentation of the activity of online promotion, in view of the tourism marketing policies used and its situational application. The fulfillment of the proposed objectives involves the study and synthesis of a theoretical, conceptual and methodological support, aiming at the activity of online promotion and advertising, presenting in the case study a particular and personal approach, based on the theoretical information previously accumulated.

I presented the tourist complex and through the analysis of the promotion activity I developed an analysis on the application and exemplification of both the promotion activity and online advertising, conducting a comparative study on its advantages and disadvantages, based on the study.

Economic science focuses mainly on the positive contributions of tourism on development, profit, employment, etc. and states that "tourism rural is one of the sub-branches of tourism that aims to develop tourism in rural areas in close connection with the local economy." (David, G., 2008).

The tourist activity in the rural area has evolved in a relatively short period of time, turning from a "weirdness of the townspeople" into a well-

defined socio-economic activity. For those who work in this field, rural tourism is the sphere of their manifestation especially as entrepreneurs and the chance to make a profit that would allow them to raise their standard of living while drastically reducing their chances of surviving in acceptable conditions in rural areas. In the situation where the only occupation seems to be agriculture and subsistence, rural tourism creates the chance to increase the income of rural residents and to retain the young population, incorporating agrotourism. At the same time, it allows the capitalization of local resources, creating a market for certain goods and services, the result of activities otherwise doomed to extinction, using the elements of local culture in rural areas. Rural tourism is an alternative to traditional, classic tourism, developed in the rural space, by looking for the rural environment for rest and recreation is a general trend in the world practice of tourism.

MATERIAL AND METHOD

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

RESULTS AND DISCUSSION

The promotion activity materializes both in the efforts of the specialized personnel, and in a series of advertising actions, meant to stimulate their penetration on the market. In both cases, the tourism company is trying to direct a flow of information and messages to its potential market, in order to influence users' preferences and orient them towards its products and services.

The promotional activity knows, in the modern economy, a great variety in the form of content, role and form of realization, etc. Therefore, it is difficult to classify and delimit. The most common classification criteria in the literature are their nature and role in the company's communication system. Depending on these criteria, the promotional activity can be structured as follows on seven specific tools (David, 2008): advertising; public relations, sales promotion; use of trademarks; promotional events; direct sales; sales forces. In turn, each of these components has specific procedures, techniques and means of action.

Advertising in tourism is the fundamental tool of promotion, of products and tourist services, which consists of all the communication techniques and transmission channels available to a provider or intermediary in the field, which consists in sending messages primarily to

inform the target audience about the existing offer in order to attract potential tourists. In the advertising we can distinguish:

- classic advertising - prints, leaflets, brochures;
- media advertising - radio, press, television;
- outdoor advertising - use of billboards, advertising on vehicles;
- direct advertising - through distribution of information by e-mail, phone;
- internet advertising - site, social media, etc.

Public relations in tourism is becoming more and more defined lately and they imply a strengthening of the mutual trust of the public in the company, and of the company in its public, and this strengthening of the mutual trust, undoubtedly leads to the achievement of one of the most important objectives of the tourist promotion, the strengthening of the customer loyalty. Public relations tools can be:

- written - press statements, press releases;
- - presentations, interviews, conferences, meetings, open day;
- visuals - movies, virtual tours, etc.

Promoting sales in tourism includes a set of techniques through which, towards Unlike advertising, which provides information about the company and its offer, stimulates, in various ways, the tourist and intermediaries, in order to purchase the tourist product, so sales promotion techniques complement the advertising actions, helping to strengthen the company's image in the market, stimulating demand (quantitative increase), reducing the time to make the purchase decision.

The main sales promotion techniques used in the field of tourism are:

- temporary price reductions;
- promotional games and contests;
- incentive trips
- promotional gifts (materialized through goods or services), advertising on the spot sales.

The use of brands in the field of tourism implies its individualization in compared to those of the competition, with the aim and objective of attracting and stabilizing consumer loyalty, to create consumption habits, to guarantee product quality and to certify the notoriety and prestige of the provider and is characterized by a long-term and psychological action, but and by the possibility of controlling the results obtained.

Promotional events in the field of tourism are made by participation the tourist company at various events and exhibitions for promotional purposes or even to host such events.

Direct sales in the field of tourism , given the particularity that The sale of tourist services is often done through distributors, their motivation to sell tourism products to the detriment of others, is an objective that must be considered.

The sales forces in the field of tourism are one of the most important promotional tools, having a decisive role in the success or failure of the tourist unit.

Promotional strategies used in rural tourism and agrotourism

The promotional policy in the field of rural tourism and agrotourism is materialized through a set of strategies which, given the complexity of the promotional activities, are characterized by a special diversity.

The classification criteria of the promotional strategies are numerous, as it results from the ones presented below, but the specialists consider that the most comprehensive classification divides the promotional strategies as follows (Mecu, G., David, G., Buşu, I., Vultur, T. , Mecu, D.,2008):

- push strategy - which involves promoting the product only to the next participant in the distribution process, who will continue this strategy with the next members of the distribution channel, until the product is promoted directly to potential customers.

- pull strategy - involving marketing activities, May chosen advertising and promotion on the consumer market, aimed at the end user and meant to make him request products from intermediaries.

Depending on the objectives pursued, promotional strategies can be classified into two main categories (Stăncioiu, 2008):

- product promotion;
- image promotion .

Depending on the criteria for promoting the image, two strategic options can be implemented, namely:

- image promotion strategy;
- image enlargement strategy .

Depending on how the promotional activities are carried out over time, the strategic options are differentiated into:

- the strategy of the permanent promotional activity - which involves efforts large financial;
- the strategy of the intermittent promotional activity - depending on certain situations conjunctural or seasonal factors.

Depending on the criterion of entering the market or conquering a new market, they are distinguished on the following strategies:

- focused strategy - when you focus your promotional effort on one market segment;
- differentiated strategy - when to adopt an individualized promotional mix for each market segment served;
- undifferentiated strategy - when addressing the entire market with the same mix
 - promotional.

Depending on the specifics of the market and the interests, the promotion strategies can be classified into:

- offensive (attack) strategies, which involve the massive use of all means promotions and a high budget, a strategy specific to large enterprises and
- defensive (defense), used in case of manifestation, on the market, of some conditions less favorable.

From the point of view of the organization of the promotional activity, the promotion strategies can be:

- promotional strategies made with own forces;
- promotion strategies developed by companies or professional organizations and specialized institutions .

Within the promotional activity, any provider in the field of rural tourism and agrotourism, can opt for the application of several promotional strategies.

National Association of Rural, Ecological and Cultural Tourism – ANTREC ROMANIA, is the main professional body in the promotion of rural tourism and al agrotourism in Romania.

Online advertising is an effective technique in the internet age of promoting rural tourism and agrotourism

Conceptually, online advertising can be defined as "the business of direct communication through which the organization transmits to a general or specific audience, information about its products and services or brands, or any other information, through the Internet ” (David, 2012).

According to the definition , online advertising, also known as advertising interactive, is a form of Internet advertising that uses online media (web pages, newsletters, e-mail) to convey a message to the desired clientele (audience). ”

http://ro.wikipedia.org/wiki/Publicitate_online).

The role of advertising is to create demand for a product or service, or awakening

consumer interest.

The objectives of advertising by definition, as „, a specific task of communication what it is to be fulfilled in relation to a certain target audience, in a certain period of time ” (<http://publicitate-evenimente.ro/publicitate/>). Thus they can be classified into three major ones objective categories:

- ✓ information;
- ✓ reminder;
- ✓ to convince.

long-term goals of advertising are:

- ✓ attracting attention;
- ✓ changes in consumer behavior;
- ✓ changing consumer preferences;
- ✓ determination of consumption;
- ✓ consumer loyalty.

Design and size are the fundamental elements that underlie their constructions, complemented by another element that differentiates the banner, given the way it is built, thus delimiting a typology of them by the existence of the following types of online advertising banners:

Among the tourism portals of Romania, which also promotes rural tourism and agrotourism, we mention:

- ☐ www.eTurism.ro,
- ☐ www.infotravelromania.ro,
- ☐ www.romaniantour.ro,
- ☐ www.infoturism.ro,
- ☐ www.romaniatravel.ro.
- ☐ www.antrec.ro ☐

Internet advertising on the Internet has a number of advantages and disadvantages, but most of the time we can say that they are at a balanced level, dominant towards advantages, especially in the field of tourism.

Online advertising with the help of the internet can provide tourists with information about the product and the tourist offer, without being limited as in the TV spot, moreover, some sites offer consumers even virtual tours within the tourist objectives.

The advantages of online advertising in the field of tourism are major and consist in next:

+ facilitating and globalizing communication and promotion - the internet being global , thus facilitating international communication and reducing the importance of location - a website can be managed from any corner of the world as long as the internet exists;

- + obtaining information easily and quickly - by using programs such as Netscape browser or Internet Explorer, but also Yahoo and Google search engines;

- + information provided in several forms at the same time - offered by the Internet because they can be written text, audio, video or images in many forms;

- + the freedom to choose what you want to see ;

- + the ability to interact with the customer - real-time discussions from any corner of world, questionnaires, comments, etc .;

- + the internet is not limited by space and time , through it we can have access to any market on the planet;

- + it is by far the fastest medium of mass communication ;

- + allows the creation of the database with customer information , which it helps to understand the needs or dissatisfaction of customers;

- + ensuring high creativity ads ;

- + can be the ultimate research tool - with the ability to measure with exactly how many people used this medium;

Disadvantages you don't have to they we ignore or deny the existence of certain aspects negatives related to the internet are:

- not all age groups use the internet;

- uncertainty in the truth of the information - which we find on sites advertising.

Online advertising and promotion is currently used in Romania, enjoying a great success in promoting rural tourism and agrotourism, occupying the first place in the promotion tools.

CONCLUSIONS

The activity of promotion in rural tourism and agrotourism consists in making some communication measures aimed at the permanent or occasional transmission, in various ways, of messages intended to inform both potential customers and tour operators about the existence of the tourist unit, the characteristics of the products and tourist services offered for marketing, in order to consolidate a positive image and to cultivate a favorable attitude towards them and to determine, in the mentality and habits of buying and consuming tourists the decision to buy the tourist offer.

The strategy for promoting local rural tourism is especially targeted promoting an image that suggests the originality of the Romanian tourist products, synthesizing the particularities related to the tourist potential, the arrangement concept, the possibilities of practicing tourism, the socio-cultural context.

Advertising in tourism is the main way and tool to promote tourist services, being represented by the set of communication techniques available to the tourist unit, which consists in transmitting specific messages to make its offer known and to motivate its potential customers to choose the offer.

The advantages of the development and, implicitly, of the promotion of rural tourism and agrotourism must be seen in a broader context which, starting from the principles of development sustainable development of tourism, continue in the European policy and are found in the Romanian one.

Online advertising is the main tool of promotion, which through quality information, their attractiveness and speed to reach the target audience, led to the development of an interactive promotional site, which sends permanent advertising messages at a low cost, due to the advantages of the Internet, in order to advertise and promote rural tourism.

By analyzing the characteristics of online and offline advertising and promotion , we can concludes that the online environment offers more advantages than the classic one, but the two types of advertising have at least one thing in common: in both cases, the target audience must be very well known, the advertising messages and online and offline advertising they must complement each other, convey the same idea, reinforce the message and not mislead the consumer.

REFERENCES

1. Augustin Semenescu (coord.), 2014, Marketing – teorie si practica, Ed. Matrix Rom, Bucuresti.
2. Constantin Marian (coord.), 2009, Marketingul producției agroalimentare, Editura AgroTehnica, București.
3. Florescu, C., Marketing, Editura Uranus, București, 2001
4. Gavotă, M., Internetul mijloc de informare și comunicare, București: Editura Comunicare.ro, 2004
5. Grosseck, G., Marketing și comunicare pe internet, Editura Lumen, Iași 2006
6. Henche, B., G., Marketing în turism rural, Editura Irecson, București, 2004
7. Kotler, Ph., Marketingul de la A la Z, Editura Codecs, Bucuresti 2004
8. Kotler, Ph., Principiile marketingului, București, Ed.Teora, 2000
9. Kotler Philip, Armstrong Gary, 2008, Principiile marketingului, ediția a IV a, Editura Teora, București.
10. Mecu, G., David, G., Bușu, I., Vultur, T., Mecu, D., Strategii de marketing, Editura Arvin Press, București, 2008
11. www.eTurism.ro ,
12. www.infotravelromania.ro ,
13. www.romaniantour.ro ,
14. www.infoturism.ro