

Tourism Promotion - Primary Element in Mountain Banat

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Abstract

This paper aims to support tourism development of Mountain Banat, to prove the opportunity of research in this area and the need to intensify them.

The marketing research methodology conducted among tourists, followed just specific stages of such an approach, following accepted standards for marketing research.

We can say that tourism development in the region depends largely on the awareness of potential tourists about natural attractions, cultural attractions of that area, this awareness-raising activity can be substantially supported by establishing and operating an adequate number of information centers and tourism promotion

Key words: promotion, tourism, research, behavior.

J.E.L. classification: M31.

1. Introduction

Tourism is one of the sectors with the greatest potential to deliver economic growth and development. Today, tourism is one of the most dynamic economic sectors that are recording an upward trend and permanent changes.

As in all other sectors, tourism, promotional activities are aimed to attract new customers and retaining old ones, addressing directly or through intermediary networks to all the public or some well identified groups of target customers. While production and marketing is done especially at local level (by companies or groups of tourist companies), the promotion could encourage firms at all levels (local, regional, national and even international).

2. Theoretical considerations

As O. Snake mentions "the promotion of tourism activity is a specific form of communication, which is the transmission of messages and information in many ways, designed to inform the tour operators and potential tourists on product characteristics and the components of tourism services, .., to develop a positive attitude towards tourism service companies".

The tourist promotion involves actions to support and influence the purchase behavior in order to produce favorable changes in tourists mentality and as well in the current and potential tourists habits.

The existence of valuable heritage tourism does not automatically lead to the manifestation of a profitable tourism unless it is accompanied by appropriate services to make them accessible to tourists and to capitalize on them. Thus, regions of the country with relatively modest tourism potential have reached a significant tourist activity due to effective management of marketing activities. Tourist destinations are entities that are raising many questions concerning the management of marketing activity, primarily due to the multitude of local factors. The management activities in the tourist destination is a challenge because within it are acting private and public

companies whose interests should be aligned with the interests of the destination. Management decisions must thank the local population and the tourists.

Tourist information can come from various sources, but the largest impact are personal communications. The decision of the tourist regarding the tourist destination that he will choose is often influenced by subjective recommendations and information of people in his entourage (social media) that "experienced" the tourism products. To this is added the information obtained from the sales force of the tourism facilities (travel agencies, accommodation structures, tourism offices) channels of experts (leaders, prescribers) as well as impersonal communication channels (media "atmosphere "and" events ").

The promotional activity meets a large variety in terms of content, role and embodiment. The explanation stems from the facts that, with continuous increasing and diversifying the tourism product, the intensification of tourist traffic, communicating problems with internal and external users are becoming increasingly important. Basically, without a modern and efficient system of communication and information, tourism activity can not be conducted properly.

If managers and specialists in the field are concerned about these issues will not be known until after conducting a marketing research designed for this purpose. Therefore, we considered useful conducting a marketing research among tourists visitors of Banat Montan that will produce valid and valuable information to reach reliable conclusions about the awareness of it.

3. Method and results

This research is part of the basic research, aimed to develop the marketing theory, based on primary data analysis.

From the type of information are using from research is a qualitative research and from the venue is a field research.

In the process of building an efficient study is needed first a research program establishing the stages and the resources required to achieve optimal research and obtaining the most important information necessary for the decision.

Thus, we conducted a qualitative research, with the following steps:

- Setting the number of interviewees;
- Sampling;
- Conducting survey;
- Presentation and interpretation of results.

Qualitative studies consist of collecting and analyzing the elements that can explain the opinions, attitudes and behaviors of all categories of individuals involved in the studied subject.

The advantages of a qualitative study are:

1. It is quick because information is gathered from a small sample (10-70 people), and data processing is not complicated;
2. The representation of the sample in relation to the studied population is not indispensable;
3. It is less expensive than a quantitative study;
4. Makes it possible to invent the attitudes, preferences of consumers.

Disadvantages:

1. Information obtained from an unrepresentative sample can not be extrapolated to the whole population; the results are only hypotheses that will be validated by a qualitative study;

2. The quality of the data collected depends primarily on the competence of the investigators

The method used is the method of sampling rates that is a rational choice of individuals aiming to obtain a structure in the sample by sex, age and occupation.

As a form of research we used individually structured survey based on a questionnaire composed of 10 questions, all closed. The questionnaire contains seven questions of content and three questions to identify the person surveyed.

Sample structure by gender:

male: 35 men

females: 37 women

Sample structure by age criterion:

- under 20: 12 people
male: $12 \times 51,14\% = 7$ men
female: $12 \times 48,86\% = 5$ women
- 20-29 years: 9 people
male: 5 male
female: 4 women
- 30-39 years: 11 people
male: 6 men
female: 5 women
- 40-49 years: 13 people
male: 6 men
female: 7 women
- 50-59 years: 11 people
male: 5 male
female: 6 women
- Over 60 years: 16 people
male: 7 men
female: 9 women

The information, as they were collected from the questionnaire was centralized and the interpretation of the data that were obtained will be presents in this study. The interpretation of the results will be presented highlighting the most important aspects and trends for the purpose proposed by the percentage representation of the results.

The analysis of the results of the study was done for each question contained in the questionnaire, emphasizing, in each case, the decisive trend in the behavior of the tourists.

61.49% of the respondents did not visit Mountain Banat, while 13.05% visited the area three or more times.

Adventure and fishing are among the top tourist preferences (31.04%), while a small part of the respondents, 3.9%, said they chose the area for other reasons.

49.98% of the respondents opted for a stay longer than 3 nights, at the opposite end, 18.46% of the subjects opting for 1-3 nights of accommodation.

Regarding the source of information used, 69.83% of respondents used the knowledge of relatives / relatives to choose the area as a tourist destination. We notice that the decision of the tourist regarding the destination he/she chooses is influenced by the recommendations and information of those who have "consumed" the respective tourist products. Only 2.28% of the subjects chose Mountain Banat after consulting leaflets.

The most efficient way of the tourism promotion is the advertising made by the actual consumers of the tourist product. Ideally is that the satisfied tourists to recommend to their friends to visit the area, and to appeal to that accommodation unit that has reached the level of the exigencies of those clients.

Regarding the degree of satisfaction with the advertising made to the studied area, only 24.26% of the respondents declared themselves satisfied, 75.74% of the subjects being dissatisfied with the promotion of Banat Montana.

Regarding the future behavior of the surveyed tourists with regard to the researched tourist product, there is a favorable tendency in their attitude.

89.06% of tourists said they would return to this area in the future, while only 10.94% said they would not return. We observe a positive attitude of the tourists towards the analyzed area, which shows a high degree of satisfaction with the potential offered by the studied tourism product.

More than three-quarters of surveyed tourists (94.24%) would recommend Mountain Banat to relatives / friends, while only 5.76% of respondents said they would not.

In conclusion we can point out that although Mountain Banat benefits from a great tourist potential, insufficient promotion of tourist attractions (low number of tourist information centers, lack of promotional materials such as free brochures in accommodation units, lack of cultural guides from which the tourist can learn the activities and cultural events taking place during his stay) lead to the anonymous stay of a wonderful area.

4. Conclusions

A promotional major factor in tourism is the degree to which tourism image, created as a result of promoting actions, corresponds both expectations and consumer preferences and realities with which they have contact during the voyage.

The persuasion and influence force of personal communications of an individual who consumed a tour product is significant because the credibility of the transmitter, which in conception of the receiver is objective and can not be suspected of links of any kind with the company providing tourism services. In order to meet a higher level of requirements and preferences of tourists, it is indicated that the staff involved in this activity to suggest them (even discreet) to make an oral promotion, telling their friends about the satisfactions they have had in the voyages and holiday destinations.

5. References

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