

Ion Gr. IONESCU  
Faculty of Management in Tourism and Commerce  
City of Constanta  
„Dimitrie Cantemir” Christian University, Bucharest

# MODERN FORMS OF PROMOTION OF THE TOURISM PRODUCTS IN A TRAVEL AGENCY

Case study

---

## Keywords

Tourism  
Marketing  
Travel Agency  
Marketing Mix  
Strategies Forms

---

## JEL Classification

M13, M19, M31

---

## Abstract

*Given the highly complex nature of tourism activity, the structure of each company, but and the issue of marketing programs, which is very diverse, it seeks to adapt them to the specific needs of each facility, in order to thereby contribute to the improvement work their leadership. To successfully accomplish the proposed objectives marketing plan of the company, it is necessary to develop a marketing program, through which establishes the sequence of activities to be undertaken and specifying the amount of resources required. To be more conclusive, we used a simple methodology, starting, from simple to complex, from theory to practice, from the abstract to the concrete, with examples required. The case study aims to become a model for action and adaptation to specific tourism company, financial and economic conditions, competition, time of economic crisis, with significant results, profitable and increase market share.*

### 1. Marketing program objectives

In the context of concerns about the strong development of tourist activity, attracting of foreign tourists flows, appears as an urgent requirement.

In this regard, the company has the following objectives:

- Introducing of the new tourist circuit of programs;
- Launch of new regional tourism programs, trips, holidays;
- Diversification of practiced circuits by including of new areas of travel, little known;
- Creating of new markets for the company's tourism products abroad;
- Integration of society tourism international tourist circuit;
- Development of business tourism;
- Growth by diversifying of the products and services such as tourism, and the areas of which attract different consumer segments;
- Developing new products to meet unmet needs;
- The improvement and diversification of advertising for promotional activities;
- Implementation of ISO 9001 (quality) and ISO 14001 (environmental);

### 2. Develop forecasts

This stage provides:

- Establishing internal tourism market potential;
- Assessing market of potential foreign tourism;
- Determining of the development of the tourism market structure, internally and externally;
- Evolution of the number of domestic and foreign tourists who will use the services of the company for a period of time compact and location of the these periods;
- Evolution of the number of tourists in transit and frequency intensity phasing of those requests;
- Evolution of its tourism services - volume and structure;
- Forecast of development of the share of different parts of the marketing-mix, the structure of the markets in which they operate.

### 3 The marketing adopted by the travel agency - Marketing Mix

To achieve the objectives, „the firm must consider all the variables involved in contact with the market: product, price, distribution and promotion and has to handle so with minimal effort to achieve maximum effect” (Muhcin , 2006).

#### *Mix of tourism product*

The concept of "product mix" which combines elements, requires service activity with a corresponding formula of how to customize the

application. The main directions of the company policy items are:

- a) combining in multiple variants of offered services, variable element being the meal. Combinations in most often used by the company are: Bed and Breakfast, Half board, Full board accommodation + voucher or accommodation;
- b) combining of attractive elements with varying degrees of seasonality. In this sense the strength increases the attractiveness of each zone and the product as a whole;
- c) diversification of leisure in a very large range of means. The most important areas are: sports, hunting, fishing, hiking and trekking;
- d) providing variable length stays.

#### *Price mix*

Rates and prices are very important formative factors of tourism consumption.

The role of such rates and prices in the regulation of demand / supply ratio is expressed by differentiating the seasons. For this reason, the prices of tourism products differs depending on the season, high season or low season. The policy adopted by the company is required by the settlement need tourist services in periods when demand is lower than supply.

This strategy of differentiation by season, is completed by the consumer segment differentiation. In season, the increase of tourists number can be determined by addressing to distinct segments of consumers (especially older people or families with children).

Cost price Methodology of the tourism product price includes the following categories:

- Net cost price of travel benefits - represents all elements of cost entering into a tourism product transportation, transfers, meals, accommodation, entrance fees to museums, shows, the services offered by a guide;
- Net cost price of the tourism product - which includes an element called "margin of safety" that each bidder adds tourism products in order to cover losses that may occur routinely;
- Net commercial cost price of the tourism product - that includes the overheads of the company;
- Retail price of the tourism product which is the summation of past costs and commission of the society.

This is the price the consumer is finally tourism to pay for tourism product.

#### *Distribution mix*

Distribution can be approached from two points of view:

- 1) we can talk about the travel agency itself, as a distributor of tourist offers, from providers hoteliers, caterers and final consumers (in this case, acts as an intermediary, offering information and publicity).

„Distribution plays an important role in marketing activity, determined by the position of the intermediate” [agency] between [tourism] providers and [tourism] market customers, in which, through commissions, the distribution has a significant share in the final price (Constandache, 2010) of the tourism product.

2) reference to the means and techniques of tourism distribution to customers or computerized reservation systems. Booking of accommodation and transport for tourists is achieved through a fully automated by means of interconnected computers.

The system ensures instant choice of accommodation, depending on your preference and its removal from the circuit after it has been purchased.

#### **Promotional mix**

„Promotional policy is the fundamental component of the company's marketing policy, of modern tourism. It involves engaging of media and modern marketing techniques to achieve a proper tourist product, offered at a corresponding price” (Nenciu, 2009).

Promotional mix relates to the ways in which customer information influences Tourist purchasing decisions and has as main components: sales promotion, public relations and advertising.

Promotion activity within the company aims to identify the brand image, creating a certain image individualized marketing, promotion of tourist product, increasing sales, creating a spirit of confidence in tourism products that the customer buys.

#### **Advertising**

This is one of the means most used in market activity.

For as a sale product to take place, it is necessary that he be known potential consumer. Ignoring the existence, the consumer does not ask and does not sell product.

#### **Public relations**

It involves cultivating of direct contacts made consistently and systematically, in the company, with different audiences, with influential people in the management of enterprises in the country or abroad, the media, representatives of public power in order to obtain their support in effort to maintain and develop its interests.

#### **Relationships with customers**

In this regard, the company will introduce feedback form which will be centralized on each manufacturer tourism product. Customers will be placed directly in the database of the company. For customers, will try different forms of loyalty: sending tourism programs to address attention to advertising, discounts on travel packages purchased.

#### **Relations with the public and press**

Presentation of organization's articles, published in the press, takes into account the specific activities of the company and the specific of the agency. Reporters, editors of local and national media, will be invited to actions of the substance of society. It aims attraction of a constant number of journalists and reporters. „To them, provide regularly informations about company or other information that would be of interest” (Teodorescu, 2012).

#### **Promotional strategies**

The importance and usefulness, of the ongoing, by the company, in market relations, of a ample promotional activity, are now widely accepted. The most difficult problems, in connection with these activities, relate to concrete ways of action, and, especially, to achieve a suitable dosage of various promotional variables, that joint action would lead to the best economic results.

As with the other variables of the overall marketing mix, promotional strategy development is a complex, difficult, but entirely possible.

Consequently, can choose, a concentrated promotional strategy or an undifferentiated strategy makes whereby for addressing to the whole market, to all potential consumers in order to attract them.

#### **4. The marketing strategy adopted by the agency**

The choice of marketing strategy depends heavily on seasonality.

Broadly, it can be defined as: "the state of temporal evolution, characterized by a peak period of activity in a field belonging of economic activity ..." (Muhcin , 2006).

The seasonality, defining characteristic of the tourism activity, should be taken in consideration, in policy formulation of the tourism firm marketing, that seeks to maintain a relatively constant level of activity throughout the year, those promoting tourism products that have the effect of reducing seasonality and consistent with the objectives of the company, both in season and out of season.

„In formulating a realistic strategy, business structure takes into account the environment, the trends and the developments in its components, influenced by endogenous factors, controllable and external factors that can not be manipulated or controlled” (Current data SC Germa-Rom SRL, 2014).

Marketing approach to the tourist activity is to focus marketing operators to achieve those tourism products obtained through the combined efforts of all providers involved in the chain benefit and offering them as demand / supply ratio and a certain period

A travel agency whose business relies on marketing tourism products of tourism facilities (accommodation, food, transport, entertainment), offers a global product, in aggregate form, acting as a mirror of them. This marketing strategy will reflect the respective units, focusing their attention on the same elements of the strategy. Thereby, may recourse to some typical strategies:

- Where it seeks to eliminate fluctuations in demand and sizing them in relation to the offer, we use the strategy of "sincromarketing";

- During the season we use the strategy of "demarmulare demand", ie stimulating demand by offering tourism products made, using facilities;

- In the high season, when there is overuse supply strategy, applies "demarketing" aimed at discouraging demand and redirect its.

#### ***Other forms of strategies, often applied***

- Penetration strategy is to attract new customers in the area where the company operates. Applied in season, it requires increased attention to segments of the population whose characteristics place them, among potential consumers. In this respect, an important way of extending the market season, is to attract greater age population.

Another way to market penetration is to attract people whose leisure time is placed in the low season (farmers, builders, etc.); in this respect an important role to play to promote distribution, latent demand segments to be "intensified" by the big "aggression", from the company.

Market penetration strategy will be continued, in a longer perspective, with a differentiated strategy, targeting the activity of the Agency in accordance with the demand of separate segments. This tourism is only domestic. International tourism specific Marketing objective, specific ti he international tourism by requires that differentiated strategy to expand and seasonal.

- Addressing of new markets is a strategy which aims to give special attention to geographical areas which not contemplated in previous periods. In the domestic tourism such a strategy could be used in distinct addressing of the rural population in extra season, by tourism activity and behavior, the rural population constitutues an important potential market.

- Cost reduction strategy is that with the lowest expenses, benefit is minimal. This is achievable either by reducing costs for services provided at a level as low, either by removing the supply structure, those services that bring great benefits, but high spending. In principle, costs reduction is achieved mthrough the use of seasonal staff and the temporary closure of accommodation units to the minimum demand.

### **5. Means of promotion used by travel agency**

Agency does not practice aggressive promotion, calling at the following forms of advertising:

a) For the choice of destinations, the client may consult the agency or its employees catalogs and leaflets chosen hotels or other advertising information material, provided by the company, with the possibility of viewing option chosen.

This „type of promoting tourism, in the scope of advertising, through print: catalogs, leaflets, brochures, books, calendars, postcards” (Nenciu 2009), etc., which can be placed at points of sale and / or offerd to customer, can be sent directly, to potential or actual clients of the firm. Their role increase at certain times of the year. These materials are advertising support, varying in size, used as tools presentation of a hotel, a tourist resort or all offers to travel agents.

b) Print media is one of the most popular advertising vehicles, because of the advantages arising from: high flexibility, wide range of broadcast, the possibility of selecting customers on different socio-professional categories, increased of the recipients responsiveness and even prestige that can have some daily or periodically.

To promote the image of tourism products and Yellow Pages, Agency has appearances in publications and magazines, newspapers (supplement to the Bucharest "What, Where, When").

c) To enhance the company's prestige, and brand name under which sells its tourism products, the agency turned and outdoor advertising. In this regard, the agency appealed to the exposure of stickers, on public transport in Constanta.

d) The company has a website ([www.germarom.ro](http://www.germarom.ro)), which has a simple presentation of the agency, so that in the next period to be achieved complex and professional, to include updated information on tourism products marketed.

*Promoting tourism* through the Internet has a wide range of use. Internet has experienced explosive growth and is well promoted, can provide a great success.

e) Participation at *tourism fairs* provides direct contact with intermediaries and individual clients. An inspired and appropriate presence at these salons contribute to a positive image of the company and may result in mutually beneficial contracts.

Despite of the development of hi-tech methods, of sale at fairs, is today one of the most used method and dynamic marketing tools, the last boom of direct marketing (Golea, 2012).

All these advertising support, used by the agency, are meant to ensure a direct and solid tourism market. Their role is to contribute to the establishment of a reputation, increase awareness and strengthen of the market position.

## 6. Expanding distribution channels

In terms of distribution of tourism products marketed by Travel Agency is considering for six months following from the opening of three regional branches in the major cities: Bucharest, Brasov, Timisoara. Selling services will be made directly at our office or by sales people. By opening branches, the space will be provided by salesmen who will sell travel packages through the "party - presentation". Salespeople will follow an intensive course of training, after which they will be examined, while those selected to sign a cooperation agreement for a specified period of time. Payment will be done through commission sales.

Prices will vary, depending on the services offered and will always keep in mind that the customer is satisfied with the ratio price - quality. Payment can be made in installments without customer claims a bank loan. Negotiate prices will be made directly with the company representative who will provide the customer the best possible option. This will ensure a distribution of tourism products in major cities of the country. The criteria were, initially, choosing the cities mentioned, were of economic, social and demographic (Balogh & Golea, 2012).

Investments to be made will be for the provision of infrastructure and logistics needed for the current activities in good condition. It will consider the offer of commercial premises which are located in prosperous business areas or areas near buildings where most offices and representations are located firm. These spaces must to meet the requirements set by the approval and control of the Ministry of Tourism, which will check and ask any additions.

The actions will be taken to promote in the local media, the official launch, which will be attended by various personalities from local social life, media.

On the occasion of line launches will introduce and promotional products that aim to familiarize the public with the idea of travel companies accessible to all. The funds required for renting and arranging them, in accordance with Ministry of Transport and Ministry of Tourism. Expected effect in terms of increasing profit by the management, is increasing annual profit realized by 10-12%, and in terms of distribution of tourism programs, it seeks a better "cover" nationally.

## 7. Organisation and marketing tourist product

In the current period, tourism demand shows a growing interest in tourism products with the theme (historical, cultural, folklore etc.). The travel agency launched such offers of great resonance, addressed an audience of more numerous.

The program includes:

- enunciation theme tourism product,
- indicating the route by presenting targets visited,
- elements of the tourism product overview:
  - number of tourists
  - number of guides
  - number of drivers
  - number of days
  - the ongoing
  - number of kilometers (daily and overall)
  - means of transport
  - price information
  - conditions of participation
- brief analysis of route deployment days
- trading conditions, with the presentation:
  - segment of tourists bound by tourism product
  - producer
  - the distribution channel
  - payment methods
  - facilities

### For domestic tourism

#### Program for seven days in the Danube Delta (Current data - SC Germa-Rom, 2014), Sulina Canal + one day Monasteries

**Tulcea - Lac Gorgova Lake - Lebada - Caraorman - Lumina Lake and Puiu Lake - Crisan - Sulina city with exit to the sea - Old Danube - Letea - Bogdaproste and Three Lakes - Letea forest - Bogdaproste and Three Lakes - 23 Mile - Lingheanca - Olgu a Chanal - Lac Fortuna - B cl ne ti Mari - Nebunu - Canal 36 Chanal - Tulcea**

#### The first day

Boarding floating hotel; serving cocktail-Luri reception, accommodation, information on the exhibition program and the tourist route. Program allowed. Lunch is served during detachment from shore, beginning in the Danube Delta cruise departing from Sulina. Berthing in town Gorgova, speedboat transfer aimed visiting Lake Horseshoe - Lake Gorgova and strictly protected area of the Danube Delta Biosphere Reserve; return to the hotel where dinner will be served; overnight at hotel.

#### The second day

Serving breakfast; the trip continues to Caraorman and Caraorman village, heading towards us and Alison Light lakes where fishing will be organized competitions for carp and pike; Serve lunch and still trail by Crisan for sightseeing in this locality; Dinner will be served after which it will spend the night at the hotel.

#### The third day

After breakfast, the hotel will go to the town of Sulina, bordering the Black Sea, here having the opportunity to visit the old city cemetery, the old lighthouse and the Palace of the European Danube Commission, after sightseeing

and lunch will be served, continue the program may include hours beach on the Black Sea and the recreational benefits of the opportunity to water ski the contest then we board the hotel where dinner will be served followed by free choice program, night on floating hotel.

**The fourth day**

Serving breakfast, continue route on the Old Danube visiting Letea forest (protected area of the Danube Delta Biosphere Reserve) where we hold a picnic on the grass, motor boating or frames; embarkation, dinner and participation in artistic dance competition held on the terrace floating; overnight at hotel.

**The fifth day**

Serving breakfast, after which we visit Bogdaproste grouping lakes, Lake Lungu, Three Iezere and here you have the opportunity to join the fishing competition with prizes; boarding the hotel for Lunch (free program) while the hotel will go smoothly Lopatina output channel, at 23 Mile; dinner will be served followed by a bonfire on the beach with various fun games; will sleep on Mila 23 Hotel near the village.

**The sixth day**

Serving breakfast after which we will transfer motor boats to visit the fishing village where Mila 23 and Lake Ligheanca organize fishing contest, after which the hotel will go smoothly Sontea channel to visit Storm Lake, the lake that houses a magnificent landscape of deltaic land combined with shore lunch consisting in preparing and serving fish soup and other dishes over the specific area (to be cooked in their catches tourists); boarding hotel and serving whom.

**The seventh day**

Serving breakfast, continue the route in order to visit the famous lake Madman (strictly protected lake of the Danube Delta Biosphere Reserve), here you have the opportunity to film and photograph the diversity of birds, swans and famous landscapes in the surroundings of the lake after a short trip on the lake we turn on channel 36 to exit Tulcea arm where we anchor in Port Travel.

**Facilities:** craft circulating under the current rules, from sunrise until sunset, depending on weather conditions and water levels.

This program - seven days, Sulina Danube people

**Calculation\* - hotel 3 stars**

18 pers	60 Euro/day
17 pers	63 Euro/day
16 pers	68 Euro/day
15 pers	70 Euro/day
14 pers	73 Euro/day
13 pers	75 Euro/day
12 pers	80 Euro/day
11 pers	85 Euro/day

Delta, will be followed by a day in which tourists can visit monasteries Dobrogea, this day being offered for free by the agency (bonus tour package).

**One day – Dobrogea Monasteries Tour (provided free)** (Current data SC Germa-Rom, 2014).

Transfer to minibus

- Visit Celic Dere Monastery (Slava Cercheza)
- Visit the Basilica of Niculi el
- Visit Monastery Cock
- Visit Saon Monastery (Niculi el)

**Services included:**

- Recreational motorboats (2 hours / day)
- 6 nights Arrival Delta
- Full board throughout the stay in the Delta + 1 l wine
- Visit monasteries Dobrogea
- Arrival in the Danube Delta
- Permit issued by the Border Police
- Authorization of the Danube Delta Biosphere Reserve
- Fishing Permits
- Moving in the Danube Delta, the hotel, with boats frames
- Fishing Tools
- Meals served at monasteries
- Fees port

**Fee**

- Entertainment - speedboat
- Medical insurance
- Fishing Lures
- Journeys faster (optional)
- Alcoholic beverages can be purchased at the bar
- Diet and vegetarian menu
- Artistic (optional)
- Paintball (minimum 10 people over 2 days)

The calculation below express fare package tour "all inclusive" for one person, and depending on the number of persons occupying accommodation from double to single, a floating hotel capacity is 18

10 pers	90 Euro/day
9 pers	100 Euro/day
8 pers	110 Euro/day
7 pers	120 Euro/day
6 pers	95 Euro/day

(P. Catan , 2009)

**Capacity: 18 seats in nine double cabins**

**Amenities cabins:** each with its own bathroom and color TV. On hall access and cabins

are air-conditioned restaurant and cabins with access provided by special openings

**Features:** floating hotel is one of the most unique accommodation in Romanian tourism. The hotel is actually a floating hotel that moves by Delta towed by a tug boat. It establishes a route to tourists or by choosing ready made programs throughout the cruise and hotel and arms moving channels between points Danube fishing and tourist interest. The ship is a modern building with high comfort, 3-star.

Also, the travel agency will propose to its clients and social tourism programs for persons employed state-subsidized company - client, low-packages that have as main objective health tourism and rest.

Proposals submitted will be analyzed together with union representatives within the company - client or, where applicable, the persons delegated by the manager of that firm. The achievement of such an agreement would be based

Survey conducted for the travel agency, aims to promote tourism package "Program for seven days in the Danube Delta, Sulina Channel, plus a day at monasteries from Dobrogea" and improve this package.

### Conclusions

The research objectives are (www.germarom.ro):

- Assessment of the degree of satisfaction of tourists on package holidays, promoted by the Agency;
- Identify new proposals to improve the tourism product;
- Determining of the predominant age group that is interested in this package;
- Determining of the preferred transport mode, by the tourists, during the visit of the Danube Delta ;
- Knowledge of the favorite forms of entertainment for tourists in the Danube Delta;
- Identify the amount that tourists are willing to offer to get the travel package of this agency;
- Identify of the frequency of visits to the Delta in the past four years by Romanian tourists;
- Segmentation of the sample according to monthly income and sex of subjects interviewed;
- Knowledge of socio-professional category of tourists eager to use the Romanian tourism product/

### References

- [1] Balogh, Petru, Golea Pompiliu, 2012, *Logistica si distributia marfurilor*, Pro Universitaria. Bucuresti, 136.
- [2] Constandache, M., 2010, *Economie comercial* , [Commercial Economy] Editura ProUniversitaria, Bucure ti, 126.
- [3] Catan , P., 2009, *Matematici aplicate in economie*, [Applied mathematics in economics]

on a portfolio of clients determine which would ensure achievement of higher turnover, even if practiced trade margins will be lower than that regularly practiced. Thus, depending on a number of participants in the tourist action, will offer one or more guarantees or significant reductions in the price of a package holiday: (Current data Germa-Rom, 2014).

- 20 people paying - free for 21 persons
  - 30 paying persons - free for 31-person and 40% discount
  - 40 paying persons - two gratuities to 41st and 42nd person.
- Profit expressed is approximately 4-5% of the sales to this customer segment.

To see the view clients on the new product launched by the agency decided to conduct a research based on a questionnaire conducted on a sample of

100 people, it is performed within the

Editura Academiei Navale „Mircea cel Batran”, 160.

- [4] Golea, P., 2012, *Economie, Manual de studiu individual*, [Economics, Handbook of individual study], Editura Pro Universitaria, Bucuresti, 142.
- [5] Muhcin , S., 2006, *Marketing în turism* [Marketing in tourism], Editura Muntenia, 125.
- [6] Nenciu, D.S., 2009, *Strategii de marketing pentru dezvoltarea turismului românesc* [Marketing Strategies for the development of Romanian tourism], Editura Ex Ponto, Constan a, 1-197.
- [7] Teodorescu, A., 2012, *Comunicare in afaceri in limba engleza*, [Business Communication in English] Editura ProUniversitaria, Bucuresti, 95.
- [8] Arhiva SC Germa-Rom SRL [Archive SC Germa-Rom SRL], 2012-2014
- [9] www.germarom.ro

