MARKETING MIX FOR ACTIVITIES "RECREATION SPORTS TOURISM"

MIXUL DE MARKETING PENTRU ACTIVITĂŢILE „TURISM DE AGREMENT SPORTIV"

IOSIF TÖROK[1]
[1] ***Tibiscus University, Timisoara, Romania***

The current thesis proposes an analysis on the starting point of the mixed-market development of recreational tourism-related activities, furthermore we propose presenting the four specific elements that are related to the marketing mix of the afore-mentioned activities. It is worth mentioning that sports recreational tourism is a novelty for the Baile Herculane area, furthermore, the diversity of such activities represents a rich marketing mix.

Key words*: marketing mix, tourism, recreation sports.*

INTRODUCTION

Active, adventure, or sports-related tourism is in its early development, an item with rare opportunities in Romania, something that should be promoted by any means necessary. Tourist products that combine more branches within this category might have a bigger impact on the market (tourist programs that include mountain-biking, river-rafting, escalading, speotourism, canoeing, bird-watching, photo-hunting, endure-tourism, etc.). At the moment, very few agencies can offer such packages, which might include cycling, or combined packages which include a cycling holiday.

Even though this thesis considers, as a practical expression ultimately, launching a new tourism product in the Herculane area; at its origin, the desire to implement a concept (something new in our country) of recreation, specifically, relaxation by endangering oneself. At first glance, it may seem a paradox, but this concept actually expresses a need of modern society, a need that grows tired from stress and intellectual fatigue, but not from straining man's entire mental and physical potential in survival-related actions. The Baile Herculane area, through its diverse natural and man-made

potential, some may say even unique, if we consider some specific elements, has won its century-long prestige, placing it in an international chain of similar locations around the world.

The Baile Herculane tourism product is part of the Valea Cernei National Park, the second of its size in our country, and the only one of its kind that encompasses a huge hydrographic basin (a general rule of thumb: most other areas are placed over mountainous chains or such).

MATERIALS AND METHODS

As any other tourism package, the Baile Herculane Resort package encompasses three basic components, such as: resources, the issue of technology and materials and the workforce. **The tourism resources**, or the resorts' potential revolves around two large categories: the natural potential refers to the landscape, climate, flora and fauna, vegetation, all of which are extremely diverse. The anthropical potential refers to the historical and archeological monuments, tourist attractions, such as: the ruins of the ancient roman bath resort, aqueducts, votive tabulas, the statue of Hercules, the stone bridge over the Cerna river, the 1838 Catholic church, a XIXth century Orthodox church, the 1862 Casino building, which is now the resorts' museum, the train station baroque building, the Cave of Thieves, with rich archeological evidence dating back to the Paleolithic, Neolithic, Bronze age and even Iron age.

Technology and materials in the Baile Herculane tourist resort encompass the whole activities, be them tourism related, or those that have something to do with the tourism in the area. Among the tourism/related elements we have: greeting facilities, food services, treatment facilities, recreation grounds, parks, tourist halts, shops, the resorts' tourist agent, and the tourism and exchange offices within the hotels.

The workforce represents the third tier in tourism offers. Recruiting, instructing and perfecting tourism personnel is still being regarded as an issue in this sector. All the afore-mentioned elements represent the starting point of the market mix for the sports recreational tourism product.

RESEARCH RESULTS

This programs' structure is two-fold: one category for beginners, people who do not want to risk that much, or for people with poor physical condition, and who would not dare to take up such advanced sporting activities -The Blue Program and for those with the necessary experience and/or physical condition, and desire, we have The Red Program. Each of these two categories contains more options, varying on the number of days the tourist would like to go on holiday on, thus the following alternatives have been proposed:

The 5 Red Package

Table 1

Prices for the 5 Red Package

	Number of people		
Optimal value	4	8	12
Price per person	400lei	350lei	300lei

*Price does not include housing and food

**The program is available to all people over 15 years old, with physical training and aptitude

**Travelling groups can be as big as 16-24 people, in which case the group must have a van or bus with them at any and all times, and on certain days the group will be split up into two smaller groups engaging in different activities

The 5 Blue Package

Table 2

Prices for the 5 Blue Package

	Number of people		
Optimal value	4	8	12
Price per person	350 lei	300lei	250lei

The 3 Red Package

Table 3

Prices for the 3 Red Package

	Number of people		
Optimal value	4	8	12
Price per person	220 lei	200 lei	170 lei

The 3 Blue Package

Table 4

Prices for the 3 Blue Package

	Number of people		
Optimal value	4	8	12
Price per person	220 lei	200 lei	170 lei

The 2 Red Package

Table 5

Prices for the 2 Red Package

	Number of people		
Optimal value	5	10	15
Price per person	120 lei	100 lei	80 lei

The 2 Blue Package

Table 6

Prices for the 2 Blue Package

	Number of people		
Optimal value	4	8	12
Price per person	240 lei	200 lei	170 lei

The 1 Red Package

Table 7

Prices for the 1 Red Package

	Number of people		
Optimal value	4	8	12
Price per person	80 lei	70 lei	60 lei

The 1 Blue Package

Table 8

Prices for the 1 Blue Package

	Number of people		
Optimal value	4	8	12
Price per person	60lei	50 lei	40 lei

The River Day Package

Table 9

Prices for the River Day Package

	Number of people		
Optimal value	5	10	15
Price per person	60lei	50 lei	40 lei

The recreational sports tourism program will take place only in the Baile Herculane area, Cerna river valley.

Ways in which potential customers may access information regarding this program:

- *Directly*, the advantages in this manner of work lie within its maneuverability, by eliminating the middleman and the additional prices and by the possibility of finding out the demands on the local market. The direct channels consist of the programmers' web site, the social network pages and the direct publicity by contacting the local companies.
- *Indirectly,* this manner suggests placing a middleman between the service provider and the customers; these middlemen take on some of the providers charges, integrate them and commercialize them in the form of complete tourist products. The advantage of this approach lies with the reduced efforts invested in sales. This type of distribution is possible by means of tourist agents who can offer flyers and brochures for further information on the product.

The following methods have been chosen to promote the program:

- *Websites* that show the Blue and Red package options, with the allocated prices and further recommendation on housing.
- *Tourist brochures* that customers can take home, in order to recommend their chosen programs to others.
- *Television and commercials,* such actions will only take place during the proper seasons, and will be on local TV networks only, such as TVT89, Analog TV, etc. The commercial per-se will last 7-10 seconds, presenting a

scene from a certain sports-related activity and that will show the website for the product.

- *Radio commercials*, which will air on local news radios, lasting roughly up to 10 seconds, in accordance with the TV add.
- *New-media,* meaning the product will hit the profile pages of all social networks and websites: Facebook, Twitter, Youtube, etc.

CONCLUSIONS

The Cerna river valley has offered man limited access to the interior mountain range and until recently it remained somewhat isolated, compared to other similar mountain valleys. Thus, the Cerna basin still has some untouched reserves, with a unique environmental value, veritable Carpathian landscape samples, all this because human activity has not forced its limits by reaching here, and overworking the environment. In this regard, the interest in this area is purely exploratory, through adventure-sport related activities that should aid in the preservation of this spot, since such activities do not alter the environment in any way.

REFERENCES

1. **STĂNCIOIU, AURELIA FELICIA**, 2000, Strategii de marketing în turism, Editura Economică, Bucureşti
2. **NEACŞU N., BALTARETU, ANDREEA**, 2008, Economia turismului - Studii de caz, statistici, legislatie, Uranus, Bucuresti;
3. ***– www.insse.ro