RESEARCH ON PROMOTING TOURISM IN ROMANIA UNDER THE LAWS OF 2012

CERCETĂRI CU PRIVIRE LA PROMOVAREA TURISTICĂ ÎN ROMÂNIA CONFORM LEGISLAȚIEI DIN 2012

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Abstract: *The annual program of marketing and tourism promotion aims: to promote the major destinations and forms of tourism in Romania on the main domestic and foreign tourism markets, defining and promoting the brand created and developed in line with the key area of intervention 5.3 "Promotion of tourism and creating the necessary infrastructure to increase Romania's attractiveness as a tourist destination "priority axis" Sustainable development and tourism promotion "of the Regional Operational Program 2007 - 2013, to create a positive image of Romania as a tourist destination nationally and internationally .*

Key words: *market, development, law, tourism, policy, country*

INTRODUCTION

The annual program of marketing and tourism promotion aimed at achieving following major activities: marketing studies; organization of public relations at home and abroad, as direct contacts made constantly, with different audiences, with media representatives, to someone in other tourism institutions in the country or abroad, with opinion leaders in order to obtain their support for promoting Romania's tourism offer, or other activities, and promotion services directly to policy makers and relevant institutions in the tourism industry, the plan at both the national and international postal direct mail promotion to the target segment, implementation and dissemination of press releases, these public relations activities can occur both through involvement in activities organized by other entities associated with tourism and at organizing the congresses, conferences, symposia, seminars, national and international meetings or other events role in increasing tourist traffic in Romania.

MATERIAL AND METHOD

They implement of promotion and advertising role in increasing awareness Romanian tourist destinations and products through personalities national and international recognition in various fields such as: artistic, cultural, sports, science and the like, as a basis for promoting Romania's tourism brand; development of promotional materials such as: catalogs, brochures, leaflets, posters and leaflets, various prints, maps and tourist guides, billboards, photographs, albums, photo reportages, animation and documentaries tourism, audiovisual materials, tapes, specific travel movies, CDs and DVDs tourist protocol objects, sending promotional materials and protocol in the country and abroad.

Also, this program has principals activities like: purchase of promotional materials such as: guides about Romania, maps, albums, catalogs, photo reportages, CDs and DVDs, photos, travel books specifically, including copyrights, their creation; Internet marketing, social networking and other electronic means, including implementation and administration of a travel information portal on a competitive basis, with for covering the costs (both required hardware and to create software), including development and management of budgetary funds, and other marketing and promotion through Internet and other electronic means; promotion and advertising by airlines and through main airports in Romania and abroad, consisting of advertising inserts materials to promote the airlines and airports, broadcasting promotional TV clips, movie tourism advertising, promotional materials at airports and aircraft and other promotional and advertising activities in collaboration with the airlines or airports; promotion through advertising inserts in newspapers and magazines of interest general and tourist catalogs and other specialized publications (guides, maps, brochures, flyers) made by tour operators, companies with activity tourism, trade associations, employers and NGOs working in tourism, local authorities and central government and other entities the impact on tourism activity, promoting target markets Romania interest tourist destination, tourism products and travel packages to venue in Romania.

Its promotion through television channels, radio and online that carried travel programs and other programs with impact in increasing tourist traffic in Romania, increasing awareness Romanian tourist destinations or the awareness of Romanian tourism; events and tasks involved in increasing

tourist traffic in Romania or impact in increasing awareness of Romania as a tourist destination in the country and abroad, and participation as co-organizer with associations professional, employers and NGOs working in the area tourism, local and central public administration authorities and other business entities impact on tourism; organizing educational visits and information in the country for representatives media, tour operators, representatives of companies operating in tour home and abroad, representatives of associations or organizations NGOs working in tourism, local and central public administration, other opinion leaders, experts in tourism in the country and abroad; to organize international tourism exhibitions in Bucharest and participation in travel fairs and exhibitions at home and abroad; advertisements that try to reach consumers directly, when it outside of their home (billboards, posters illuminated, large posters, suspended advertising columns, advertisements on vehicles); other general actions publicity and advertising of destinations and tourism products Romanian.

Ministry of Regional Development and Tourism Participation in events exhibition on the market of interest is achieved by organizing national pavilions, specialized products or small exhibitions stands based on the approved list in order of Minister of Regional Development and Tourism. Companies with business travel, professional associations, employers and NGOs working in the tourism authorities local and central government and other entities whose work has impact tourism can participate after paying a fee or at events exhibition, the national flag, which stands small exhibitions specialized or participate in the country and abroad Ministry of Regional Development and Tourism, in order registration of their applications within 10 days of the publication notice participation in site central contracting authority.

Fee amount will be determined by order of the Ministry of Development regional tourism, according to each exhibition, and the value aggregate collected from all participants shall not exceed 10% of estimate General of the action, for participation in exhibitions to finance the following categories of expenditure, with respect to employment in the budgetary funds allocated for this destination: drafting the running costs of the booth, renting, setting and decoration of exhibition space and to ensure this.

RESULTS AND DISCUSSIONS

The costs of specific marketing activities must participate in the event that exhibition; expenditure on advertising in the run exhibitions, and during their deployment; transport costs, accommodation and subsistence for media representatives; transport costs, accommodation and living expenses or fees for artistic groups, craftsmen, artists, staff and service delivery of guests (hostess), members of artistic, sporting, scientific, leaders and opinion makers involved in conduct that the exhibition; management and maintenance costs for utilities, supplies and other also; expenditure on the duration of the promotional activities; cost of representation and protocol; expenditures advertising materials, presentation and promotion general and Romanian media presence in the actions; costs of such events: Romanian evening, reception, press conference and similar role in increasing the attractiveness of the stand; expenses for rent specific equipment necessary to conduct programs artistic or other activities organized during the exhibition.

The fee for participation, registration or other fees required participation, payable to the organizers or others; other expenses necessary for the purposes of the exhibition, with main credit approval. Ministry of Regional Development and Tourism may make the increase or reductions in amounts estimated to be spent for each exhibition, as and complete list of other events of interest to promote tourism Romanian, the maximum ceiling of expenditure allocated for this purpose.

For information and educational visits to finance the following categories of expenditure, with respect to employment in the budgetary funds allocated for this destination: accommodation, food, water and soft drinks, tea / coffee and, for transport guests and guide or companion group, the fee guide or companion of group in Romania, sightseeing entrance fees, taxes shooting and shooting and tickets to shows and other cultural events.

CONCLUSIONS

Annual budgetary funds allocated for the development of events and missions involved in the increase in tourism in Romania or impact in increasing Romania's reputation as a tourist destination in the country and abroad, to participate as co-organizer or paying a fee for participation, such as tax participation fee or other similar fee may be used,

with respect legal provisions for the following categories of expenses: travel expenses, like transportation costs, both at home and in abroad, and lodging of participants; costs and land rent outdoor and indoor, for organizing cultural events and art, and equipment rental costs specific technical equipment such as those required lighting (spotlights, games lights, lasers and the like), to ensure sound, simultaneous and consecutive translation of speeches and presentations, projections and multimedia presentations and other expenses logistical and technical assistance necessary for the proper organization of events and missions; receipt of fees and service personnel of guests (hostess) and artistic groups, singers, masters of ceremonies, disc Jockey-s (DJ) present at the event or mission, including equipment rental necessary specialized support a show; expenditure on specific services business communication as a field of relations public services such as output and transmission of invitations, management confirmations, database management.

They must entertain, according to law; expenditure on the production of specific advertising, with advertising before and during the event, production and distribution costs of audio and / or video films, multimedia presentations, photo and video services costs, costs electronic advertising, inserts advertising expenses through major Internet search engines; fees expenses of experts invited to the events and / or actions promotion or co organized by the Ministry of Regional Development and Tourism to promote Romania as a tourist destination; of fees specialized agencies working in the field promotional activities and facilitate relationships with target audiences and provide messaging key to it; expenses copyright; expenses prizes for competitions travel topics.

For events that involved the Ministry of Regional Development and Tourism as organizer or co, representation expenses and Protocol made for providing treats the limit set by the Chief of credits for each action. Budget funds were allocated under the annual work can use the following categories of costs: the purchase of products hardware and software for the online environment to promote or achieve portal information on tourism, including content management systems, database systems, systems support applications and operating systems, systems computer networks, computer security systems, test systems and IT management, systems management processes, relationship management systems customers, storage, backup,

replication and data recovery disaster, systems analysis and reporting, and developing and updating software packages business support and internet marketing information portal tourism. The annual fund allocated budget activities can use the following expense categories: cost of co-production programs television and radio, TV clips broadcast costs and dissemination costs.

Audio commercials in programs-Budget funds allocated under the annual activities, is can use the following expenditure categories: advertising inserts in newspapers, in Web pages through Internet search engines, the guidelines tourism, catalogs, albums, books specific travel publications, indoor and outdoor advertising in the country and abroad, destinations and advertising Romanian tourism products in domestic and international media, target markets, direct marketing activities.

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