MODALITIES TO PROMOTE ROMANIAN RURAL TOURISM

MODALITĂŢI DE PROMOVARE A AGROTURISMULUI ROMÂNESC

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***Abstract**: On this paper I am presenting a few methods of promotion for rural tourism in Romania, like:*
- web site which are is of the cheapest method
- announcements and video presentations
- social network sites
- magazines, fairs and festivals.
In the first part of the paper I made a brief presentation of the most populated touristic areas in Romania like Rucar, Fundata, Moeciu, Bran, Bucovina, Vatra Dornei, Câmpulung Moldovenesc Putna Gura Humorului, Danube Delta, etc..

***Key words**: rural, tourism, promotion, network, client*

INTRODUCTION

Promotion is a marketing mix variable, with the principal means of action: advertising, public relations, sales promotion, sales force, merchandising, direct marketing, etc..

The simplest and best way to promote any type of travel is primarily by creating from suppliers an attractive offer travel, and also advantageous as price and comfort to potential tourists.

This offer must be able to be resold to travel agencies in the market, must be presented and promoted at national and international tourism fairs and exhibitions.

In order to make and promote such offer we need to use the beauty

of the countryside, environmental health, climate in the country, ethnography and folklore, ceramics, crafts, hunting and fishing, amid vines, fruit trees etc., existent in the environment village. This makes Romania have multiple opportunities for rural tourism development.

One of the most popular touristic areas is Rucar- area, where almost every household in the villages Rucar, Fundata, Moeciu and Bran are included in rural tourism circuit.

Also, Bucovina well known for picturesque scenery and hospitality, which is concentrated in areas around Vatra Dornei Câmpulung Moldovenesc Putna Gura Humorului and generally in nearby monasteries. We can mention the Danube Delta, with magnificent landscapes, flora and fauna specific to pond with fish and the same Romanian hospitality that amazes worldwide.

MATHERIAL AND METHOD. RESULTS AND DISCUTIONS

In time travel agencies from Romania have realized that they can inform the existing and potential customers via the Internet, which is becoming more accessible to tourists.

Therefore appeared more sites to promote tourist packages services, which offers several solutions proposed for promoting more efficient, such as:

1. Web promotion

a. Web site services:

Web site presentation of tourist facilities, is the connection with the online customers. One of the cheapest at the same time, one of the most useful ways to promote tourist destinations, a hostel, a hotel, chalet, is to promote online.

The online is probably the most important tool to promote at this time. If in 2005-2007 the percentage was 30% and 80% offline online advertising, today the percentage exactly the opposite. Online presentation of the accommodation is essential to attract more clients.

Most tourists today organize their holidays travel itineraries based on what they find in their searches on the Internet. There are not too many tourists who seek an accommodation space in newspapers or listening to

radio or TV ads presented. Online is much more easy to find what you want, moreover, can be made an extensive presentation of services (unlimited pictures, movies, live webcam) and of course direct contact with the unit administrator.

How should the site of such units look like? Web site presentation of a hostel, a hotel, a cottage / villa should be attractive at first sight in particular to provide an overview of the accommodation unit. Home Web site will have to present the best image of the accommodation, the area and the specific unit, the colors images that reflect its main attractions.

Should be presented in detail all the services facilities that are materialized in the specific environment of natural and artificial attractions of tourist facilities representing the component elements of the tourist offer and may exert a positive force attraction of the tourists.

Links to the major sections of the site must be placed in the first screen. Web site must contain:

- A brief description of the accommodation and the area,
- Features and services (prices),
- The main attractions (attractions, traditional customs)
- A section to submit offers / special packages,
- A gallery of photos and short video presentations of course,
- Customer recommendations section,
- Contact section or online booking.

b. The relationship between client and host

Contact section should contain all contact information (phone, fax, email, address, contact form online) location map, GPS coordinates more precise information on how to reach that area. Depending on the possibilities, even train, bus / or possible with access. Here will be mentioned means of communication (Internet access, cable TV, laptop, GSM signal, etc.).

c. Optimization and Web site promotion

Immediately after realizing the web site, it must be optimized SEO (Search Engine Optimization) on certain keywords that define the supply, location or type of vacation that he is touting.

Web site optimization can be done only for the first page or each Web site page that defines in part. A properly optimized site will bring long-

term effects.

Promotion of the web site after we have always made sure that its pages are optimized for targeted keywords.

Promotion methods can be chosen depending on the budget and / or objectives.

2. Announcements - video presentations - promoting

Recently search engines have diversified search features, allowing display information depending on the type of materials to define (text, image, video). Result display order is determined by several criteria sets whose interaction establishes the relevance of the sites for the searched words.

Social networking sites have a growing share of popularity. In general all these allow you to add a video. Besides these, there is a segment of sites that support video ads specific sites.

When a video is displayed in a page, it will display a static image. When the user clicks the play button or the opening image, it plays the video in the space allocated for it. This presentation is among the most compelling online message promotion at this time.

Using photographs, or even fragments coated, you can get a video. Important is how attractive and suggestive they are arranged in the video. Webcasts of events organized in the accommodation space or photographs can help define a video presentation, which will increase user interest for the proposed offer.

3. Social networking sites

Social networking sites a method of promoting tourism services The most accessed social networking site by the Romanian is Facebook. By definition social sites allows you to build a public or semi-public profile platform which defines it, to devise a list of other users who want to be connected, to see and traverse their list of friends, and those made by others in the system.

Social sites are not limited to the simple fact allows individuals to know strangers, but that allow users to compile and make public their social network (friends). Results may be links between individuals who otherwise would not have been made, but often this is not the purpose, and these links

are often made between knowledge, which are linked and outside sites. On many social networking sites, participants seek not necessarily get to know others, but to connect with people you already know.

Here comes the phenomenon of socialization and break that allows them to promote services or proposal for sale of products. The secret lies in publishing articles, photos or videos, daily calling the attention of users. Each article is accompanied by a link (page presentation in detail of the offer), where interested users will be attracted.

Most social networking sites offer users a mechanism by which they can leave messages on friends profiles. This function is generally leaving 'comments'. Some offer features video and photo sharing.

Among the most popular travel portals in Romania we can mention:

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

4. Promotion rural tourism in magazines:

Promoting agrotouristic units in magazines is through articles that contain more data on unit, comfort and conditions they offer, information about the menu, on the host and especially about its surroundings and paths that can be made, goals can be viewed with as a starting point where tourists are staying .

Must also be given very detailed information about the traditions and crafts area, a brief history, legends of the place, etc..

Also agrotourist service providers should make their promotion through catalogs brochures very explicit, on which to have the mentioned offers, rates, contacts, etc! These catalogs brochures is best to be available to travel agencies, so they could be offered to existing and potential customers.

5. Promotion through tourism fairs and festivals

Just as with travel agencies at national and international fairs festivals, must be presented a as detailed offer accompanied by catalogs, leaflets, as many photos, a video if possible. It is recommended to participate in as many tourism fairs and festivals as possible to become known by travel agencies, equally by potential customers.

CONCLUSIONS

To be able to have a good and profitable business in any kind of tourism, it is necessary to have a good promotion, to be known on the market by as many clients and future clients as possible, by travel agencies that can also promote and sell your offer to tourist.

And not least, we have to take advantage of the magnificent landscapes, flora and fauna and people hospitality specific to our country.

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