THE IMPACT OF PRODUCT POLICIES IN TOURISM DEVELOPMENT. CASE STUDY

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Abstract: *The paper is devoted to the analysis of the main coordinates of tourism at the macroeconomic level, its implications on multiple levels of its theoretical and practical aspects; This paper thus demands a scientific approach to the problems of tourism development. It tackles the topic of marketing, by locating the concept of marketing through presentation and define the characteristics of the services in general, as well as the particularities of specific tourist services market from Romania. At the level of the unit, its appreciation of the quality of service can be done depending on the degree of diversification of supply of services (number of packages offered for sale); the share of culinary production; the number of additional services (or share revenue from additional services in total receipts); the degree of comfort; the number of workers assigned to a thousand tourists, etc. Prospective studies of the market of tourist services, tourist unit took into account studied the existing situation, the trend and forecasting what events scroll, with the possibility of using the opportunities created for developing tourist activities.*

***Keywords*:** *tourism, recruiting, human resources, management, organization*

INTRODUCTION

In economic policy, in its current conception, the term of market was boosted in meaning, even though it derives from the rationale to those places that are still found today in various fairs, markets and exchanges.

The market, in the abstract way, it's a general economic relationship between producers, sellers, carriers of conditions of production in the context of market economy, consumers and buyers, carriers of human needs and the ability of people to buy the goods offered and which prove to be convenient for them, whose boundaries are not necessarily defined only by geographical area and the conventional classifications of products.

Tourism as the socio-economic domain belongs to the category of those who offer "invisible" abstracts products, which cannot be defined quantitatively and qualitatively only partially and indirectly.

However, like other economic activities producing useful goods, tourism has built over time its own market of the provided services, defined by factors with specific manifestation and determines the nature, emotional, socio-economic, geographical and political.

In terms of the meaning of the concept of market, previously outlined, we can say that the tourism market constitutes an economic sphere of interests of semiconductors interface of tourist offer, materialized through consumption.

It can be said that the work of an entrepreneur is a factor of progress for individual, community or society, or at least to solve a temporary necessities for the majority community or society concerned" [1].

MATERIALS AND METHODS

Using the concept of "tourism product" appears to impose the economic point of view, to accept a license called interpretation. Indeed, this appears to be improper if we consider that the "product" is our actually a creation of the tertiary sector and that, unlike material goods usual, created in the primary sector of the economy, it consists primarily of *benefits* travel, is *services*.

And yet, an interpretation like the one above is not entirely correct if we take into account that the marketing concept of "product" does not aim to emphasize the nature of the process which leads to the creation of the object material or service nor any characteristic related to physical nature (material or immaterial) of that good or service, but the final *product* as a result of a production process in general designed to satisfy the demands of his prospective consumers. In other words, in the field of marketing the term "product" means a good or service intended, i.e. a *market commodity*.

To support this point of view, we remember that the basic function of marketing is to define and meet consumers ' requirements (thus at the same time, a cost effective activity of the undertaking concerned). Consumer satisfaction means primarily providing products and services complying with the requirements of the latter, both taking the shape of goods which is the relationship of market exchange.

Such a vision puts "tourist product" on equal footing with all other branches of activity, whereas its elf represents an amount of benefits (services) that are produced according to consumer requirements and are offered in the context of the market.

Thus, the tourism product and it meets the two main functions of any product: an objective function, concrete and subjective, psychological.

Components of the tourism product

Tourist heritage constitutes a country's tourist treasure or tourist areas. It is the fundamental factor (basic) of any tourism product, whereas it forms the tourist offer and determines the attraction of tourists to that country or area, justifying the tourist movement.

Tourist infrastructure and frameworks from tourism and from adjacent activities represents a decisive factor of a tourism product, whereas without them no tourist heritage, however, it could not be harnessed.

General institutional framework and infrastructure make up the tourist product of permissive factor, whereas he makes and supports the development of tourism economy as a whole.

The concept of tourism product

In conclusion, tourism product can be defined as a combination of goods and services (personal benefits) offered by the staff of the tourist activities and the adjacent, highlighting the elements of heritage and tourism infrastructure and using the advantages created by the country's general infrastructure, or of the area concerned and in the institutional framework, aiming to meet general and consumer guides.

The notion of tourism product means all those elements needed to satisfy the needs of a tourist from his residence permanent, until the tourist destination and back.

Tourist products segment consists of any establishment (hotel, restaurant, trip, etc.) which may constitutes a representative sample of the tourist product.

The main features of the product are:

- the life of the product is often limited to one night (accommodation), a dining

table (food) a day (leisure);

◙ tourist product is neither mobile nor storable and can cause serious imbalances often seasonally (market saturation, dead season);

◙ simultaneity between "production" service and proper consumption;

◙ tourist product definition to encompass the transport of tourists up the tourist destination and back.

Transport is a very important factor in tourism. Tourism activity can be held without an outstanding attractions (leisure centers), but it is inconceivable without the existence of ways of transport.

Factors of foreign origin subject can change some elements of the tourist product. For an analysis of the tourist product using brainstorming technique or technique evaluation grid that includes acknowledgments concerning the environment.

Bearing in mind that brainstorming technique is the subject of other disciplines-management-where is examined in detail, we will insist on the evaluation grid of the tourist product. The content and size of a scale of assessment are dependent on the product being studied in greater detail in the case of 1000 rooms than in the case of a camping of 50 seats.

We will introduce further a few models for the evaluation of tourist product, which will classify according to the following structure:

These motivations are inextricably linked to human nature to their wearer. This means that one in his capacity as a human being, cannot simply abdicate from its only motivations for the simple fact that he finds at some point during the holidays, in a geographical environment different from that in which it is ordinarily resident. No doubt some of his motivations may become more intense, while others will receive a lower acuity in his position of tourist, but this does not mean that they are disappearing and that will manifest it self as such.

This complex motivation gains at each individual structure, with unique character, related to the person's intimate, (age, gender, level of culture, etc.) and, as such, the requirements for the structure of a product may differ fundamentally from one individual to another. If some of his motivations of the individual would not be met, it could lead to tourist's dissatisfaction towards tourist product offer and might even get in a situation that he might find that what was offered there would be in fact a tourist product, but also a scrap.

In other words, in the field of the satisfactions offered by tourist product it can be seen a synergistic process. When the various elements of the tourist product, each one, a positive effect on satisfaction of consumer motivations, and due to their partial summation of results to obtain a better final result, synergistic effect is obviously positive. However, when some elements of the tourist product present some gaps in terms of tourist motivation, causing the final result of his satisfaction, they have a synergistic effect.

Prices and tariffs

Represent another factor stimulating the development of tourism. The influence of price on multiple plans, as a result of the complexity of tourist provider; respectively, their action targeting the tourist product as a whole or only one of its components: transport, accommodation, meals, recreation, etc.; Also this influence manifests itself differently in relation to the domestic or international market.

In general, the practice of some high tariffs limit access to sites and services is reflected primarily in the reduction in the number of tourists and the average duration of stay, while low rates stimulate demand manifestation. In fact, the relationship between prices and the tourist development is much more complex, without excluding inverse reactions; for

example, very low rates can cause the distrust of tourists, and as a result, a decrease in the intensity of the movement.

Achieving the goal of producing continuous economic growth in the rural areas by using the existing potential, involves the constant concern of all responsible local factors [2].

It requires a careful policy in this area: tariffs, even raised, must have a thorough scientific substantiation, to reflect the quality of benefits, to achieve differentiation on tourist areas, seasons, etc. it is also necessary to practice a system of facilities in order to enhance their attractiveness.

In order to achieve this we have a thorough bibliography research, realizing that it was the starting point towards the research done; I added information from the locals, keepers of traditions and crafts [3].

At the same time, the tariffs must ensure the stability of flows, the use of better materials, techniques-base efficiency.

Primary and derived natural resources (machines, equipment, technological installations) represent the physical condition of the deployment of any economic activities.

„The infrastructure for the transportation services, telecommunication, electricity, water, gas and waste management are very important for the initiation and development of businesses"[4].

Tourist offer-represented by resources (natural and anthropogenic) and equipment-acting positive phenomenon. The wealth of natural values (climate, relief, hydrographic, etc.), the historical civilization and culture available to a country or region, as well as their degree of fitting a large force of attraction on the tourist flows, causing the scale and orientation. By the way, for the development of a tourist zone, the existence of resources is essential. However, more modest resources and lower value can be offset by high quality of benefits, as well as through additional equipment and planning with a view to the practice of tourism and recreation or leisure.

"Destinations are a mixture of tourist products, offering integrated consumer experience" [5].

Another phenomenon with implications for the development of tourism is the technical progress. It has direct consequences on the increasing mobility of the population, by encouraging movement in tourist interest; It also acts on other phenomena such as urbanization, industrialization, environmental deterioration and others who, in turn, puts its mark on tourist activity.

The life cycle of a tourist product

Like living organisms, products (including tourist ones) are born, grow, mature, and then die (disappear).

Basis from the general teem of the concept of life cycle of a product through the life cycle of a product should understand the time elapsed from the moment of its emergence until the time of its disappearance from the market, consisting of:

- innovation and production cycle (which includes in its structure the phases of fundamental research and applied research leading to the idea and the concept of product design and the production itself) and commercial life cycle
- (expressing the evolution of sales or profits from launch until his withdrawal from the market).

The goods or services have a lifetime greater than or less than. They wear out physically or morally. That is why we must continually adapt to customer requirements,

even if the process requires new financial sources, new commercial strategies, other structures or other people.

An enterprise is heading to decline if the product (service) did not evolve with the constantly changing needs and tastes of the consumers, or if consumers ignore the competition in the market.

No product is safe from the aging process, and if the company is not tourist protects against this threat, the competition will accelerate the disappearance.

Research on the market presence of the duration of the components of the offer is carried out with the help of the life cycle of the products.

Regardless of the particular forms which they dress up, the life cycle of a product, through sales and profit at the level of certain companies may be represented graphically by means of curves of the kind shown in figure.

Duration and structure of the life cycle is influenced by two categories of factors:

◙ general factors, uncontrollable by the firm;

◙ specific factors, are under the control of the company.

RESULTS AND DISCUSSIONS

General presentation of the Company PRESIDENT SRL: is a Romanian legal person having the legal form of the company closed, privately owned and operating in accordance with Romanian laws and this statute.

The company PRESIDENT SRL is a Romanian legal entity that operates in the municipality of Timisoara, in accordance with Law 31/1990 - regarding companies.

Societate PRESIDENT SRL is registered with the Chamber of Commerce and Industry Timisoara, which is registered under number J35 / 875/1999.

PRESIDENT SRL company has as activity tourism, CAEN code: 7911.

The main activity of performing activities of PRESIDENT SRL is selling tourism products, especially in the directions:

- sales and lodging;
- accommodation reservations;
- selling tickets, etc.;

Accommodation services is a basic component of the tourism product, it is an indispensable element to ensure proper conditions of stay for tourists.

Tourism Ministry quoted company PRESIDENT SRL branch 3-star hotels.

The aim of the hotel PRESIDENT consists in performing specific services, basic and additional: accommodation, catering, washing and ironing, sales of necessities, food sales, and parking.

Hotel PRESIDENT is located in the municipality of Timisoara.

It is located right in the city centre, very easy to locate by any person of the newcomer in town. The view of the town is amazing, due to the fact that from any balcony rooms, the tourist can enjoy the image of Timisoara and the panorama of the city.

Accommodation services are composed of: front-office services and floor services.

◙ **The service of front-office**

Front-office services and floor services are forming the department of accommodation. The specific activities of the service front-office take place in the lobby level of the receive (incoming)-central point to which converge all services of a hotel.

Reception realizes the receiving of customers and assigning the rooms. The client completes its "statement announcing the arrival and departure of tourists" after

receiving a ticket - card status, which will be issued your room key. In awarding the rooms it is essential to know in every moment the status of each rooms occupied, available for rental, issued and untrimmed or currently cleaning, cleaned and uncontrolled blocked for a reservation which has been accorded a room ie decommissioned (in repair).

The transmission of this information at the reception can be done through:

■ via phone or TV, as part of an integrated information system in the management of hotels;

■ through a system of optical signaling, control room and at reception;

■ preparation and transmission "maid report ";

■ phone (Word of mouth);

■ personnel through direct contact.

Upon arrival, the reception has the task of opening an account for each client. Throughout their stay in the hotel billing department will record the tourist account all services rendered in favor of the customer.

Track services provided are held directly benefits situation and settlements, release the final bill (invoice) being made on this basis. In this case the benefits are given on the extent they are made for each day separately; each client is reserved a row and a column each service, so the end of the day to give total customer line and column - the total for each hotel's service.

Accommodation is the main function of hotel units. regardless of size, type, category of comfort and degree of endowments, it assumes the existence of space and equipment necessary to ensure hygienic conditions for rest and the tourist.

The leisure of tourists in accommodation is conditioned by their location in relation to areas of high circulation (stairs, lifts, passageways, halls of residence) inside the unit.

Reservation

In terms of the means used, the reservation requests can reach the hotel:

■ verbally (by phone or directly at the reception);

■ in writing (fax, order).

"The ability to concentrate attractions, facilities and services in an affordable and convenient location is essential to shape a strong destination" [6].

Accepting a reservation request and recording them in planning the reservation is made after consulting the Registry "Record orders for accommodation per day ....". It is drawn each day for a period of 1-3 months in advance and provides reservation management activity by the hotelier.

Reservation may be temporary or final. A provisional booking corresponds to a request for a specified period, but the client is interested in the conditions offered individually before giving their final consent. In its response to client demand are presented in detail, state security which is requested, required consent and fix a deadline by which the provisional booking will be maintained.

◙ Floor services

One of the features in the characteristics of the hotelier business is the maintenance of the rooms that has a major importance. Once inside the room, the client should not have even the slightest testimony that the space served as a shelter for others.

In the context of the renewal of every room, particular importance presents basic necessities or disposable (goods receipt).

The body accommodation comprises: hallway floor - equipped with armchairs and low tables - hallways, offices upstairs (the maids), accommodation - with access to the aisle. Commonly called, but improperly room, the accommodation - type is a group of three rooms: a hall, bathroom and room .

In the floor service maintenance activities, planning and daily cleaning of the premises for individual use (rooms) and common (hallways, common sanitary groups etc.) also ensures the provision of complementary services (eg: clothing and footwear maintenance).

A special place in the maintenance and cleanliness of the room it is occupied by washing linen and towels. Obviously, changing linen and towels is done "whenever the need arises." The specific function of the floor is housemaid.

In the hotel, equipping the kitchen is managed by the head of the kitchen. The head of the kitchen is subject to both the director of the restaurant, from the point of view of labor discipline, as well as chef-coordinator, from the point of view of kitchen activity.

Head Chef ensures planning menus and menu list, forecasts, organizes commands work the entire team of the kitchen area and controls the quality of preparations.

Serving consumers

The places for serving and selling and selling food and drinks in the hotel are: the two salons serving-restaurant room and the breakfast room, the bar and the terrace during the season.

Salon serving

The technical of serving the consumers means the ensemble of methods, systems and means used in serving the consumers with food and drinks, according to a climate of relaxation.

On average, the salon represents 50% of the surface area of the restaurant, 25% each are attributed to storage spaces and kitchen.

In addition, salon serving is for other clients too, not only for the ones in the hotel. The hotel's restaurant, located on the ground floor has an entrance directly from the street. Entrance hall is a space witch has a wardrobe and a bathroom.

From the structure of serving bands are included the following positions: heads of Hall (director), waiter, bartender and unskilled workers.

◙ Additional tourist services

Additional tourist services are characterized by variety, associating them with basic services or having an independent existence.

The reception offers a range of services in the hotel for guests staying in the hotel but also for potential customers thereof, such as:

■ information services to tourists, such as schedule of events tourism program of the travel agencies and agencies aerial and general elements required by tourists. Besides informing own - called, which must be quick and quality, these services function as advisor to the tourist.

■ booking service with the task of receiving orders via fax and preparing the responses and the registration of all orders, whether individual or group.

■ telephone service consists in receiving and sending faxes to the tourist demand.

CONCLUSIONS

The organizational structure of tourist activity reflects a wider benefit for its functions of sales and marketing, less for the research - for the normal development and financial - and the personal accounts.

The internal structure of the division must take into account the extent and specificity greater tourism activity. On the other hand, it must take into account the tourist potential of the tourism product possible global consumer, on the other hand, the tourist actually travel consumer benefits, considered individually.

Internal communication within the Company PRESIDENT SRL is excellent, as demonstrated by the excellent results obtained and the very good impression to customers. This led to a good occupancy rate and a high percentage of those who return to the hotel.

The level of serving the tourists is a very complex parameter, and that is why it is hardly translated into a numeric indicator.

It includes all the conditions that contribute to satisfaction of tourists. Therefore, to characterize the level of service should be taken into consideration a number of issues regarding the ambience of catering, accommodation, leisure and tourism behavior of workers; possibilities and ways to supply goods required by tourists; the degree of diversification of tourism services, etc .; raising serving.

At the unit tourism level ,service quality assessment can be done according to the degree of diversification of supply of services (number of travel packages on sale); food production share; number of additional services (or share revenue from additional services in the total revenue); the level of comfort; the number of workers per one thousand tourists, etc.

Tourism can develop only if there are sufficient opportunities for recreation and accommodation of tourists. Therefore, the basic tourist services, hotel services conditional on the greatest volume of tourist activity, although certain categories of visitors do not seek always to service objectives accommodations, some tourists are staying with relatives, friends, acquaintances, while others staying overnight in their vehicles (cars, caravans, tents). The share of these categories of tourists can influence sometimes quite significant coefficients accommodation capacity taken over by municipalities' tourist destination.

For managerial activity of the Company PRESIDENT SRL of Timisoara is very important to diversify the structure and content of tourism products for stabilization of customers and the diverse and designed and custom, can increase the rate implicitly financial result is favorable by profit.

And in the Company PRESIDENT SRL the managers (board of directors, managers) will consider all factors of influence for the right decisions to be taken for the smooth operation of the hotel, increasing employment, especially for profit .

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