

THE IMPORTANCE OF EFFECTIVE COMMUNICATION IN RURAL TOURISM

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Abstract: *Through this paper I want to present the importance of good communication and understanding between those with accommodation units and table in rural areas and potential tourists. By creating an understandable offer to tourists, quality of services and most importantly a good reception by the hosts of these tourists when they arrive in a rural accommodation and fair presentation of the services may lead to a better development of rural tourism and the increasing number of tourists eager to escape from everyday life to spend a holiday in the countryside. Equally important is the communication through the online environment, if there is a presentation site of a location or accommodation.*

Key words: *communication;, accommodation;, tourist; rural.*

INTRODUCTION

Communication is a very important tool in any field, especially in tourism field. Communication behavior of those involved in the communication process are elements that achieve a good image of a tour operator and a travel product. In tourism field an effective communication is essential for a business to have success.

The relationship between rural tourism tour operators and their resellers or tourists who buy them must be an open offer. There must not be an erroneous communication, but a sincere and real one, in order to develop good business relationship in the future, so those who sell and those who buy to be happy.

A good communication is very important in being able to sell a tourism offer and keep your clients and make them loyal. That is why tourism agents should always communicate with their clients, even when they are not traveling, by sending them offers by email of fax, or even call them or send them texts.

MATERIAL AND METHODS. RESULTS AND DISCUSSION

A systemic approach to problems resulting from an overwhelming offer informational influencing the "actors" within an organization, decision making and in the way they construct the very existence and role is assumed by modern communications. Given that tornadoes beset by profane environment must distinguish between information and manipulation, knowledge of communication mechanisms becomes more useful.

Defining the linguistic communication is not difficult. Starting any explanatory dictionary and encyclopedia of communication meanings are:

- a) notice, notify;
- b) verbal contact within a group or team;
- c) Presentation or occasion that favor the exchange of ideas and spiritual relationships.

Scientific communication is a process that has four basic components: a transmitter, a channel, information, a receiver.

Communication components acting in a dynamic and interactive environment that leads to a schematic model in which the sender encodes and transmits information through

a channel. The receiver first decodes the received information and then produce an effect. Throughout the exchange of information communication arise directly or indirectly harmful elements, and the process itself is subject to noise.

Organizational communication includes all forms and ways by circulating information within an enterprise. Communication can take a variety of forms, from regulations, procedures, instructions, provisions etc. - All expressed in a written form - and ending with verbal information, exchange of views, mutual consultation, etc..

Most organizations that have reached a stabilized level of development, have current / formal communication channels - that steadiness through written documents - so formalized in the true sense of the word, and the formal documents must be strictly adhered to by employees of their respective.

In some companies providing services but not formalized communication channels, so are informed, enabling every employee to communicate with any of the other employees - regardless of the hierarchical level of activity.

Organizational structure but requires some restrictions in the use of forms of communication, allowing only those communications that are within the formal hierarchical levels stipulated in the regulations approved by company management. For example: production manager is authorized to communicate formally with production supervisors and vice president for production. If the need arises to communicate with the manager production manager for the sale of production (for example where the execution of a given estimated to be necessary to consult with sales sectors) will have to address the vice president for production, which will communicate subordinate to the manager. In this case, the organizational structure will impose restrictions on communication, such communication is allowed only through formal channels supported.

Communication characteristics in tourism

- Efficient communication between people is often the main factor of success
- In the hotel or tourism in general, there are many groups of people who involved in the communication process:
 - customer
 - employees
 - relatives
 - support organizations
 - suppliers
- Communication takes many forms: written, verbal, nonverbal
- An important form of communication in tourism is represented by auditory and visual messages from the environment (picture and sound)
- Communication methods include face-to-face discussion, by phone, e-mail, internet etc.
- The owners of hotels, motels, guest houses, travel agents can use communication techniques to delight customers
- Those working in the field should pay attention to nonverbal messages such as questioning eyes gaze blankly at that attaches a smile
- Lack of communication between hoteliers and travel agencies
- A travel company selling both specific assets, tangible (a bed, meal, etc..) And intangible experiences such as a certain atmosphere, a certain way to deliver services
- Relevant information are essential for tourists
- In the communication process must take into account the so-called "moments of truth"

Definition of communication and interpersonal communication

Definition of communication has a very wide scope and vast importance. Through communication is made a meaningful exchange of information based on the interaction of two or more persons. A social act in continuous transformation. Human communication can be considered as the fundamental rights a psycho-social interaction of people, achieved through social generalize symbols and meanings of reality, in order to obtain behavioral changes is individual or group.

It expresses the essence of human relationships expressed by the ability to decipher the meaning of social contacts . This relationship is achieved through language, speech most people would not consider it as an imperfect mean of real communication, because the speech is a way of expression in the service of an irreducible personalities to what he says.

Communication is inevitable. While we are neighbors with a person we perceive each other, even through signs because every action is a message sent to others.

The importance of communication is essential for the relationship between people's knowledge, friendship, influence interpersonal relationship which is purest.

When communication difficulties expressing all this difficult or effectively distorted by certain barriers and thus a better knowledge means better relationships and acceptance.

Non-verbal language

A good manager must sell their beautiful and good image and presence through posts and also to adapt and to know which partners collaborate through selection or influence.

Who is regarded with sympathy because loveliness, respond with the same sympathy, human contact he produce satisfaction is always accepted with pleasure in interpersonal communication, addressing and develop their ability to express, assert their views, it becomes more interesting and ultimately more intelligent.

Organizational Communication

It is a process of transmitting information in the form of symbolic messages between two or more persons, some having the status of transmitter and receiver others through specific channels.

Organizational communication is an essential element for the survival and development of the company, organization. Through specific factors that contribute to the communication :

- increasing complexity of the business environment due to globalization and free movement of resources.

- Increasing complexity (economic, managerial, technological, cultural) organizations.

- Volume-enhancing information flow of information internally and externally of the organization.

- Technical progress, development and management.

As communication skills are: listening technique, technical questions, technical managerial relaunch.

CONCLUSIONS

Communication is a key of a successful tourism business and attracting more clients. It is a key for new opportunities.

Rural tourism needs to be presented in a favorable and easy to understand manner to tourists, and for this it is necessary to have suitable communication channels, as promotion by media, email, phone, directly face to face, etc.

Tourist agents have to maintain a good and close relation with their clients and future clients, and communicate them all their new offers regarding rural tourism or other types of tourism.

In order to have a good communication process with their clients, rural tourism operators have to keep alive the interest of their clients by offering high quality services, and a good value for price.

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