

STUDY REGARDING THE ADVERTISING TECHNIQUES USED BY CORAL TOUR CARPAT TOURISM AGENCY

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Abstract: *This research presents and analyses used advertising techniques in tourism, and by choice in Coral Tour Carpat tourism agency. The elaboration of advertising strategy within the tourism agency, its integration in the global strategy of the company, the contrivance of promotional mix so that to efficient develop advertising instruments and potential advertising factors of the touristic product, the price and the distribution integrates premises for specific and independent actions, in this vital field for the company.*

Key words: *advertising techniques, distribution in tourism, online booking systems, direct marketing*

INTRODUCTION

Advertising represents that part of a communication process in a company through which, using an unit of specific methods and techniques try to influence its actual and potential clients' behavior, in order to obtain better results on a long term.

The amplification of promotional phenomenon finds its explication in speeding up the competition, piling – up the markets, vulgarization of products and brands, preference for the obtained results on a short term, the exigency of new forms of distribution, and so the permanent merchandising of products to become a major request, a critical factor of any sell process, no matter the merchandise.

The touristic promoting is the complex process of connections between the touristic product and its potential consumer, which, using certain means, as advertising, public relationships and sales promoting, determines the purchasing a touristic product by the potential touristic consumer.

The touristic promoting has the liability to be decent and loyal, it must occur by law and respecting specific customs of certain countries and areas. In touristic advertising cannot be shown written, oral and visual statements, to defy ethics and fairness. Likewise, it must be done in order not to take advantage of the customer's trust and lack of information.

MATERIALS AND METHODS

The definition of advertising policy of a company means first of all foundation and determination of the main methods of merchandising, by this assuming the principal ways through which the products, services and organizations are shown to the large mass of buyers, as following [2]:

- The advertising includes any form of impersonal and paid presentation of a new product, a service, or a firm headed to a target public by an identified sustainer.
- Promoting the sales is a quantity degree technique that reunites activities assembly, pointed towards agents, sellers or consumers that brings them immediate material economic advantages (sales, special offers, bonuses), in order to stimulate the sales growth on a short term.

- Public relations gathers an assembly of qualitative activities developed by a company on a long term, on purpose to gain trust and support of the targeted public, connected to its products or activities, meant to improve the image of the product, service or company. Public relations regard the keeping positive relations with co-workers, competitors and with the public, making possible a favorable imagine of the company, but also the balancing of information and negative attitudes.

- The brand represents the assembly of distinctive signs having the role to customize a product, a products range, a service or a company comparing the ones from the competition, to certify the quality of products and to attest the flagrance and the authority of the company. The tools used for the brand advertising are: the framework brand, the trading brand, the service brand, the figurative brand, the vocal brand and the mixed brand.

- Marketing displays, that include exhibitions and sponsored displays, integrate both qualitative and quantitative actions that are used by the company, in a specific time period, for the entire range of marketing techniques and actions, through fare, exhibition and display attending etc., in other terms attending at exhibitions displays or via sponsorship.

- The sales power has in mind to use the staff power for market research, technical presentations, arguments, negotiation, signing contracts, selling products, aid, technical support, all of them are mainly quantitative, but they don't expel qualitative actions, all are tied up in order to form the company's imagine.

- Direct marketing represents an interactive marketing system that uses one or more marketing tools in order to get a measurable answer or a transaction in a certain place. Direct marketing tries to condense marketing, sales promotion and personal sale in one instrument in order to realize the sale without an agent [1].

RESEARCH RESULTS

The performed study follows to identify the marketing techniques used by Coral Tour Carpat tourism agency in Pitesti, founded in 2010. The clientage of the agency is split in different categories. The first category is represented by students and formal students, another one is formed from the members of unions which the agency worked with to promote its touristic offer, like education unions, Dacia-Renault Factory etc. Another category is attracted via marketing.

Coral Tour Carpat Tourism Agency was aware by the importance of promotion for touristic products, through the development of permanent marketing campaigns, these have different purposes and maintain the company imagine, sustaining sales, launching a new product or a special offer. So, the marketing actions aim to inform the real clients of the company, but also the potential ones, referred information about the actual offer.

Having a different activity split in seasons, the marketing mix can be applied using two of its essential elements: advertising and promotion of sales.

Regarding sales promotion, Coral Tour Carpat agency will cut 50% off from commissions to those who buy tickets in off season (from a commission of 20% to one of 10%). The tourists who travel in this period are the students and the elderly, who have free time and benefit of commissions' cuts in off season.

Also, for organized trips for pupils and students groups during the school and university year, but also for special events, like: banquets, conferences and gatherings is allowed free tickets for the organizer. And also for groups bigger than 20 tourists is allowed free tickets.

For purchasing a services complex (housing, food, treatment, transportation etc.) the commission level will be of 10%-15% according to the program schedule. In order to keep the existent clients it can be added a “fidelity card”, that will allow the client to buy tickets with a commission cut during one year.

Coral Tour Carpat tourism agency offers to its tourists: fidelity discounts, discounts for purchasing in advance a full packet (early booking), discounts for the last available places in a packet (last minute), discounts for the group leaders. The offered discounts are cumulate or not, according to the tourists’ seniority, the discount value and/or different factors.

The advertising applied by Coral Tour Carpat agency is formed by external advertising through posters placing in public places and institutions, and its efficiency was verified. Also, the external advertising aims to set an outdoor board, in front of the headquarters of the tourism agency and also a banner. Concerning written advertising, Coral Tour Carpat tourism agency signed advertising contracts with the daily *Argesul Liber* and *Curierul Zilei*. Also, the tourism agency uses classic methods as: booklets, folders, catalogs, enclosure in different professional magazines, records in different touristic guides, but these are not delivered by nominal means, but are presented in special arranged stands in some banks, in big hotels from Pitesti, in business centers and in professional displays. These methods through which the agency promoted its offers, are part of the policy of competitors’ differentiation, succeeded to maintain the raised standard and a selected clientage.

The radio offers the possibility of touristic offers advertising on a long term, it often is used by Coral Tour Carpat tourism agency. Picking up the broadcasting station, the broadcasting time and the spot according to the selected clientage that is chosen by the agency.

Another advertising strategy for the touristic offer, adopted by Coral Tour Agency is represented by direct marketing. This is realized through sending offers straight to potential tourists via fax, via post office, via e-mail or even in high circulated areas. The main advantage is to change the message according the distinctive group of clients (religious tourism, hydro tourism or business tourism).

The internet had become the basic mean of information, being used by most of the companies to present its offers. The web page represent an important advertising tool with a high approachability level and that doesn’t involve high costs for the company. The Coral Tour tourism agency aims to promote City Breaks via folders, newsletters, Google and Facebook.

The distribution in the tourism field must assure the clients the promised services, that means a range of instruments, as following:

- The information means picking and delivering information to tourists, enough information in order to help them to take a decision of buying the specific touristic product;
- The booking and selling system, means the “key” in the tourism field, because only through booking, the tourists can purchase in time the desired services;
- The transport means the tourists access to touristic destinations, the amenity of a touristic produce depends greatly by the transportation conditions: time, coziness and cost;
- The housing is another important element for the touristic accessibility;

- The local facilities determines the accessibility of touristic product through a series of elements, as following: access paths, parking areas, local transportation and public services;

- The weather conditions impacts the touristic product and performance via the following elements: the rain season, high heat and cold.

Keeping in mind the fact that the touristic services don't take shape before the actual usage, the clients are bound to take the decision to purchase the service only based on the pictures the clients had formed about the specific service, the formed image according to the received information. This picture formed by the client about the touristic services depends greatly on the actual activity in the distribution channel.

The support given to its clients, Coral Tour Carpat tourism agency together with the organizations they have worked with, chose to realize on its own site a presentation including pictures about every location they have, so that the client can choose from the big amount of accommodation units and offers, and this suggests more trust and what is closer to his wishes.

Although the direction from the last years is the one to cut the tourism agents' number, especially because the development of the characteristic electronic commerce that allows more hotelier units to develop on its own a simple and transparent booking system, actually the tourism agency are still working because there are a lot of people who don't have the enough time to search in the great number of offers on the market or they wish other services that they cannot or is hard for them to find on their own.

Booking in Coral Tour Carpet tourism agency can be made electronic – online – or via phone. After booking, the client is called by a tourism agent to establish for sure the booking dates and other services required by the client, after that the agent can move to the enquiry processing and realizing an offer for the client. The next step is represented for that matter in closing the deal and the actual payment for the required services by the client. Regarding the payment methods, there are two elements: the payment moment and modality. The payment to the agency can be realized before the voyage, paid in advance, and the rest is followed to be paid at a certain point agreed by both, the company and the client.

Used mostly in hotels, in air transportation and for rent-a-car services, the booking services hew to the legal requests, those can be found in regulatory documents and refer to internet services, for electronic commerce and for signing contracts remote.

The Online booking systems, whereby worked with Coral Tour Carpat tourism agency are presented in the following chart:

Table 1

Online booking systems used by Coral Tour Carpat tourism agency

Online Booking Systems	Characteristics
Planitour	-Worldwide B2B hotel booking system with +250.000 properties online. - Unique B2B Ticketing System that compares +900 airlines both regular and low cost -Worldwide Car Rentals system that consolidates all major suppliers (Avis, Sixt, Hertz) - Incoming services for Romania (local accommodation, tours, conferences etc.)
Go Global Travel	Organization founded by professionals with hotelier and wholesales travel industry backgrounds, which operates on markets throughout Europe, and via strategic acquisitions and partnerships in North & South America, Asia and Africa. Is a leading b2b wholesaler, dedicate to travel trade partners only, with a client base of over 20.000 travel.
Hotelcon	Online Booking System with an experience over 15 years. There is a list with hotels and with one click on the hotel's name you can see information about that hotel and with a click on the price you can find out the price per night.
Christian Tour B2B	The agency has immediate access to the online booking system. The booking will be made efficient and quick.
Novatravel	Booking system that offers accommodation in Romania and abroad

The online booking system is built in such a manner that is easy to access and to assist in an efficient manner regarding the offers and to make bookings. Via this system we have access to the following categories: touristic packages, tours, individual accommodation and flight tickets.

CONCLUSIONS

The most used strategy by Coral Tour Carpat agency is to promote the global image, with a multiple object. Through this, the company tries to promote the entire range of given products/services to as many customers as possible, having also in mind to consolidate the image of the company to the old customers. Although, the organization promotes, here and there, specific products that have special characteristics (price and quality).

If the programs of alluring the clients and the sales, often benefit by very big budgets because of their capacity to generate profits on a short term, the loyalty programs are distinguished through the incidence on a long term and through the spectacular result upon the raise of the profit for Coral Tour Carpat tourism agency.

The movement of the clients to competitors, represents a process that is displayed on every market, process that must be alarmed through the conception and implementation of a complex loyalty program. The relation between the agency and its clients must be maintained and developed. Every company follows to downplay the rate of losing clients, knowing that there is a strong relationship between this indicator and its profitability.

Against the usage in an efficient way the advertising techniques for Coral Tour Carpat tourism agency, it must be kept in mind the following aspects:

- Realizing some touristic products for young people in order for them to participate on a trip with games, competitions and shows created for them;
- A strong relation with local institutions – city hall, banks and other commercial societies to organize indoors cocktail parties, receptions, official brunches, that are organized on different occasions – press conferences, new companies openings, visits of foreign commissions, visits of business men, the presence of important figures in the social life;

- Realizing an aggressive campaign via TV and also via radio, through magazines, newspapers, folders, catalogs, containing the most attractive touristic products of the agency and also presenting hotels;
- Participation at national and international tourism fairs;
- The permanent improvement of the web page and high advertising online (Google, Facebook).

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