

ASPECTS OF COMMUNICATION MANAGEMENT IN RURAL TOURISM AND AGROTOURISM

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Abstract: *Communication, in any type of organizational structure, including accommodation facilities and countryside tourism is essential, dynamic and has as main purpose to create conditions for a psychosocial integration, collaboration and professional employees at all levels. Management communication is not just the fact that the manager knows how to make a decision and transmit it to subordinates but is a way to provide information in the communication process, and subordinates capabilities to understand exactly how the message and the conditions are formulated. In this regard all managerial functions are connected, planning, organizing, leading, staffing, controlling and decision depend on an effective communication.*

Key words: *Communication, managerial communication, forms of communication, communication methods, and communication channels*

INTRODUCTION

Communication structures and hostel accommodation facilities and agro rural tourism takes different forms, ranging from managerial communication within the structure, the communication between staff, then another is the type of communication with the outside, with clients, communicating with our touristic unit, reaching the communication structure, communication on each board to make the various ways of promotion.

Communication management of an agro-tourism unit depends on skills that the manager has, the ability to use the language best suited to each of his subordinates, so that the information submitted to be perceived by exact. In this respect it is important to keep in mind that communication always have a transmitter, a receiver and a channel through which emit information, which is subject to various breakdowns from the outside. For a precise and effective communication, the manager is better to check the quality of information reception, demanding a feedback relate to the person. In this way, the manager is able to understand which is the best way to send information to one person.

MATERIALS AND METHODS

In this paper we will refer to all types of communication but the benefits that you can have a bed and breakfast units using good communication. In this regard we have some instruments used at European level which are often little known by entrepreneurs in the field, but may have great results for those who apply them.

One of these tools is the "EU Ecolabel". European Eco-label was introduced in the idea of promoting products and services that have a reduced environmental impact, but also at the same time is a guarantee to consumers that products and services are quality superiority. Ecolabel is a graphic symbol accompanied by a short descriptive text, applied

to the product packaging or accompanying service name, and which provides information about the impact on environment. Ecolabel symbol is a flower with petals in the form of stars, and the organic label in Romania is a flower with petals in red, yellow and blue in figure 1.



Fig 1 Romanian and European Ecolabel symbol

The eco-label may be awarded to agro-touristic units which are implementing an integrated management system with reduced environmental impact in accordance with the requirements for this category. Those are the services and agro touristic measures that are taken to save energy and water, measures to reduce waste and general environmental improvement measures. Romania does not provide an annual fee for the organic label but a fee for obtaining it, in compliance with Law 661 of 2011. Once obtained is valid between 3 and 5 years, depending on the category, after which it can be renewed.

Ecolabel is a way to communicate to future clients the pension orientation, which concerns those who provide this service. At the same time, by implementing measures Ecolabel entrepreneur get a benefit from the scheme made to comply with these rules.

To reflect the level of knowledge of the eco-label and consumer preferences and agro turistic tour that is conducted a field research questionnaire in May 2012 in the town of Arad on a sample of 50 people. The results we have processed through SPSS then analyzed and interpreted the data.

RESEARCH RESULTS

The analysis of data obtained from questionnaires on the ground can see that most of those polled say that Ecolabel may be useful largely for their company or 44% of the respondents, 16% believe that heaven would be useful eco-labelling in large measure, say Organic labelling can be useful in measuring average 26% and 10% in small measure say it would be useful, as shown in figure 2.

In ce masura apreciati ca eticheta ecologica poate fi utila pentru o firma sau pentru firma d-voastra

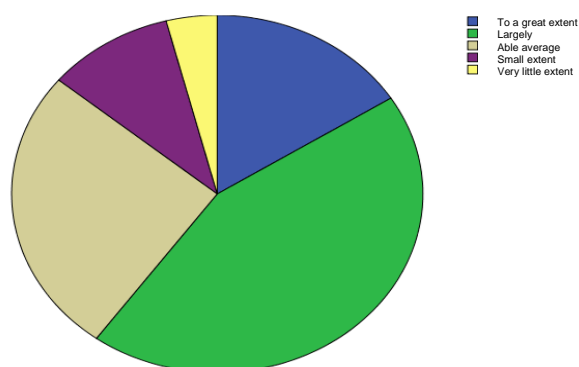


Fig 2 Consider whether organic label is considered useful for company

Analyzing what the interviewees about eco-labelled services in the tourism and agro tourism we note that these services are considered as superiors 8%, 22% very good quality, good quality by 66% and only 2% of respondents considered their quality poor or very poor. These data are shown in Figure 3.

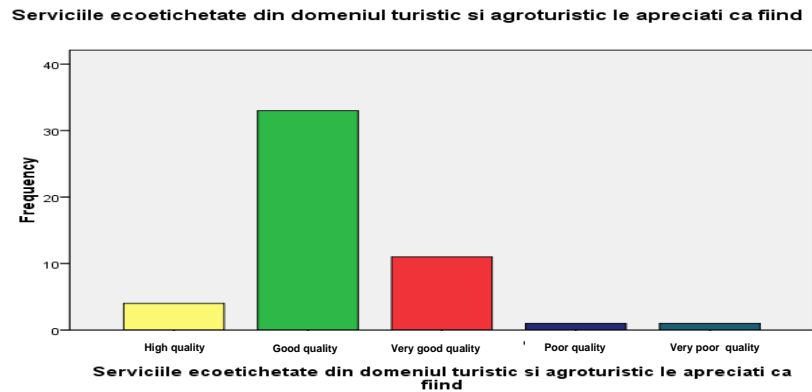


Fig 3 Assessment of tourism and agro eco-label

When asked how in the future will be considered the eco labelled products and services is observed that 70% of respondents t will be increasingly popular, as 10% will be much appreciated, 14% believe that they will be appreciated and average only 6% will be less appreciated, as is shown in figure 4.

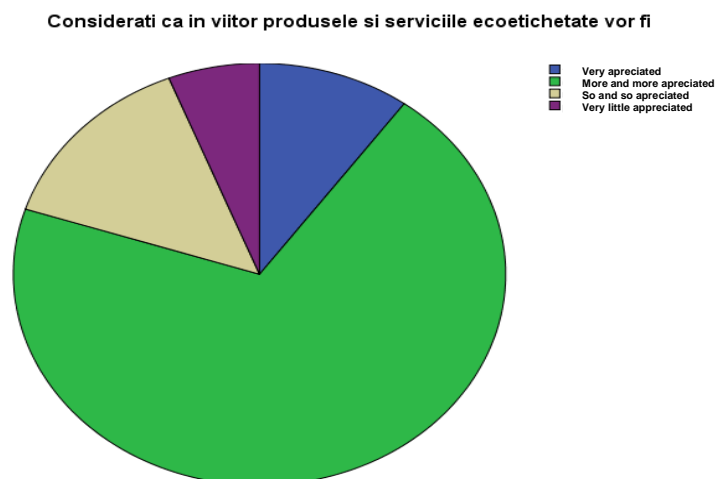


Fig 4 The eco-label assessment of products and services in the future

The analysis of all responses were separated and sometimes contradictory responses, such as most say it is important to move towards eco-label this type of service but they are asked how often they use shows that they rarely or seldom used. There can be two types of motivation, or do not find in their area of interest such services or the second situation are ready to consume products and services eco-label only theoretically.

Another was questioned their willingness to pay a little extra for a eco labelled services, the answer is surprising, 52% would be willing to pay a little extra for a board that implements the environmental management system.

CONCLUSIONS

In the present research we wanted to emphasize that all communications are important in managerial communication within eco labelled touristic and agro touristic services, the image they convey what we do with this unit, communication symbols - organic label. As is clear from research in the field, this form of communication is one of the increasingly appreciated in the future. It is a form of communication that involves both the consumer who is willing to choose a service with low environmental impact, meaning a consumer that is mature, well trained and with an awareness level, and for the entrepreneur they have the possibility to lower the costs, providing a quality service at an affordable price and is superior in benefits to him.

Our recommendation is to be implemented as long as the dual management system by communicating both consumers and entrepreneurs.

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3. Date din chestionarele aplicate pe teren, analizate și interpretate de către **Eugenia Tigan și Oana Maria Brinzan**