

Marketing Particularities in Tourism and Services

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Abstract: The marketing has as an essential objective the orientation of firms' activities based on the market needs. This presupposes, necessarily, the existence of an informational system very well established, that observes any rapid changing market environment: the consumer, distributor and competition. Marketing services is a marketing specialized domain, autonomous, clearly differentiated, in the process of consolidation and development. The services characteristics such as: immateriality, inseparability, variability, inability of storage, they normally lead to a discussion on whether the marketing of services is similar to or different from that of physical goods.

Keywords: marketing services, market environment, immateriality, inseparability

Jell Classification: M31, M37, L84

There are two schools of different thinking regarding the applicability of concepts and techniques of marketing products to marketing services. One school believes that services do not differ from physical assets and therefore the concepts and techniques used in marketing goods may be successfully transferred to marketing services. Most of the arguments suggested by the advocates of this view are focused on the following two points:

- So-called differences between goods and services are hyperbolized and they provide little understanding possibilities of either one of them. Classification of product/service is simplistic and inadequate.
- As consumers buy the value of satisfaction offered by goods and services and those not in itself shows that marketing strategy should have as a starting point the product concept.

The other school refers to a theory of marketing services, relatively autonomous, because the services present distinct features of physical assets and thus it should be tackled separately.

Marketing services is more complex than that of assets, as there are fundamental differences in the final products, and the production and consumption are simultaneous.

Marketing services present a series of elements that distinguishes it of marketing goods. This was highlighted by taking into consideration services as a whole, without taking into account the existent differences between categories of services. The diversity of services within the tertiary sector requires an appropriate analysis in terms of marketing. In this regard, it was observed the emergence of tourism, banking and financial marketing, transport, health services marketing, marketing of cultural services, education marketing and scientific research etc.

Development and modernization of services during the current period demanded for a thorough research in the field of marketing services.

Marketing research services in a wider scope than the market study, although this is their most comprehensive component.

The marketing field investigations expand on the one hand before the market, towards forming the demand, going on the human needs and behaviour, and on the other hand, by tracing the appreciation way of the product by the consumer.

The scope and content of marketing research involves:

- 1) Studying the consume needs:
 - in terms of mechanisms of their formation;
 - in terms of their materializing in demand.
- 2) Consumer behaviour research
 - the dimension of consumer's behaviour;
 - ways and means to shape behaviour.
- 3) Study the market

General market aspects:

- market dimension;
- market area;
- market structure;
- types of markets;

- market dynamics;
- the elasticity of the various influence factors;
- market situation.

The two components of the correlation: - Offer;

- Demand.

- each of them separately;
- correlated among themselves.

Special aspects of a market:

- market "niche";
- markets "target";
- market testing.

4) Researching the product:

- product research quality;
- studying the lifecycle of the product;
- product positioning;
- tracking product during consumption.

5) Studying the mechanism of prices:

- research into the dynamics of prices;
- studying the correlations between prices;
- determine the elasticity demand / supply price.

6) Survey the distribution mechanism:

- research distribution channels;
- studying the distribution mechanism.

7) Research communication mechanism:

- research the company' s communication mechanism;
- audition studying of various components of promotional activity;

8) Study of company resources and its capacity to adapt to market:

- research of human potential, material and financial company compared to competitors;
- testing the ability of the company adapting to market requirements.

Services Marketing Strategies

Marketing strategy is the main direction in which a company mobilizes its human and financial potential in order to achieve and exceed the scheduled economic indicators. Any marketing strategy must have established a strategic marketing objective that has three elements:

- attribute (expressing the target);
- scale (indicator) to measure the attribute;
- purpose that represents the value on a proposed scale.

Marketing strategy adopted by a services firm is the result of an option of several possible strategic alternatives. In developing and selecting appropriate strategy there are taken into account two factors:

1. endogenous factors:

- human potential of the company;
- material potential of the company;
- financial potential of the company.

2. exogenous factors:

- characteristics of market segments to which the company provides services;
- expressing the demand;
- existing consumers;
- potential customers.

For the implementation of market strategy of the company it must be developed a strategic plan. Marketing strategies can group by three criteria:

1) firm attitude towards the dynamics of the overall market:

- strategy to increase market share where the company proposes a dynamic of its business turnover, higher average market dynamics so that it will improve market share;
 - strategy to maintain market share where the rate will remain equal;
 - the strategy of restricting the market share.
- 2) attitude towards the company's market structure:
- undifferentiated strategy in which the activity is addressed to a global market, the products are the same for all categories of customers;
 - differentiated strategy in which the market activity is facing directly towards two or more distinct customer segments;
 - focused strategy where the activity is oriented exclusively to one segment of consumers.
- 3) the position that the company adopts towards the market changes:
- active strategy in which the activity is oriented towards the renewal and upgrading the supply in order to outrun the competitors;
 - adaptive strategy that keeps up with the market changes;
 - passive strategy of waiting the market reactions to the actions of competitors.

Strategic Plan

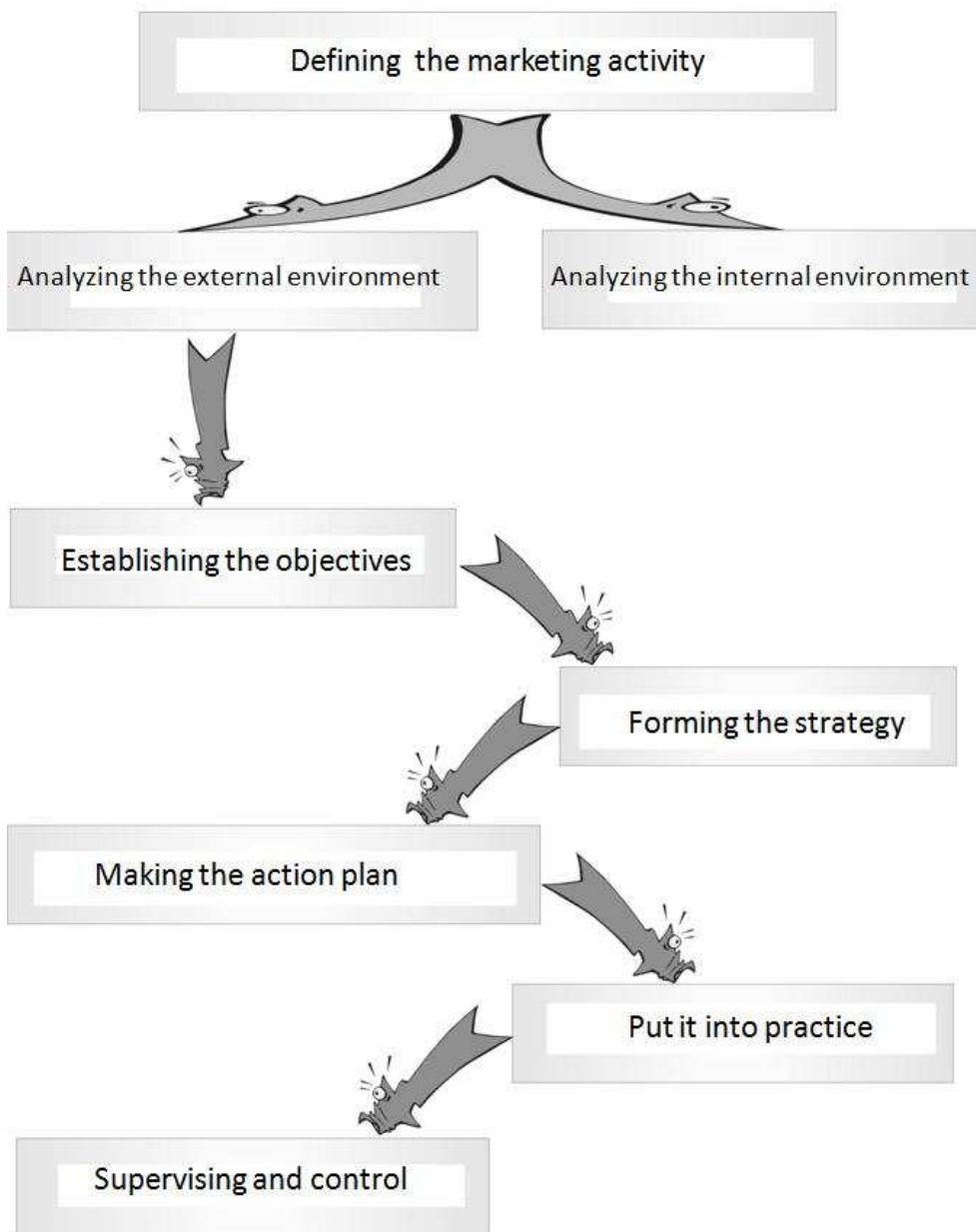


Fig.4 Source: Dubois, P. L. - *Theory and practice*, Editura Economica, 1994

Adopting strategies is a complex process, which seeks permanent synchronization of resources with the environment in which they operate.

Substantiate strategies Services Company have as starting point, on the one hand, their potential, and on the other hand, the environment to which their conduct represents the condition of success in business.

In this context, developing strategies must take simultaneously into account the following factors: undertaking, whose already obtained position and resources indicate certain evolution, competition, market, technological chain and logistic specific to each benefits, policy credits promoted by banks and financial bodies and human resources that may be used.

Table 1

Strategic Options of Services Company

| The position of the company towards: | | | | |
|---|--|---|---|---|
| Market | Competition | Technological chain of distribution | Banks and financial bodies | Workforce |
| a) activity expansion; b) activity specialty c) diversification of activities | a) offensive b) defensive c) differentiation d) tolerance | a) the functional specialization b) vertical integration | a) financing by bank loans b) funding from own resources c) a finance through cooperative | a) preparing their own system b) training in specialized units |

MIX Marketing Services

The concept of **mix marketing** designates targeting company's marketing activity, depending on internal resources and market conditions by combining a coherent whole, under the form of programs, of elements of product strategies, pricing, distribution and promotion in order to achieve objectives set for the time period, with minimum effort.

The company trains its material, financial and human resources in different combinations, so that its contact with the market would achieve maximum efficiency.

Not every combination of four elements (product, price, promotion and distribution) acquires the status of mix marketing, but only the one which consciously consists in specialists that aim at maximizing economic efficiency of the company.

Mix marketing puts into action in a given period will not necessarily include all four components, but according to precise conditions, the company might consider fewer components, and each component will have a complex structure representing "sub-mix marketing".

Regardless the number of components engaged in the mix marketing, between them there should be a close relationship and mutual conditioning, and each part and the whole mix must be reported at market strategy firm.

Mix marketing represents the effective solution to achieve strategic objectives, valid only for the stage that was drawn up and it is not a permanent solution to a given strategy.

Achieving the strategic objectives of the company, implicitly a mix of marketing depends on exogenous factors.

Practice has shown that the classic mix marketing is not sufficient to solve problems related to the features of services. Thus, it was a review of the marketing mix for services on introducing additional specific elements.

Mix Marketing for service contains seven items, divided as follows:

- 1) service:
 - a) range;
 - b) quality;

- c) level;
 - d) brand names;
 - e) line of service;
 - f) guarantee;
 - g) after sales services.
- 2) price:
- a) level;
 - b) discounts;
 - c) commissions;
 - d) terms of payment;
 - e) customer perceived value;
 - f) quality / price;
 - g) differentiation.
- 3) distribution
- a) location;
 - b) accessibility;
 - c) distribution channels;
 - d) cover distribution.
- 4) Communication:
- a) advertising;
 - b) publicity;
 - c) promoting sales;
 - d) public relations;
 - e) personal selling.
- 5) human involvement:
- a) staff:

- i) training;
- ii) discretion;
- iii) dedication;
- iv) motivation;
- v) presentation;
- vi) interpersonal behavior;
- vii) attitude.
- b) other customers:
 - i) behavior;
 - ii) the degree of involvement;
 - iii) contacts between customers.
- 6) physical evidence:
 - a) Environment:
 - i) mobile
 - ii) color;
 - iii) disposal;
 - iv) noise;
 - v) goods helper;
 - vi) tangible items.
- 7) process:
 - a) policy;
 - b) procedures;
 - c) mechanization;
 - d) the employee's discretion;
 - e) customer involvement;
 - f) guiding the client;
 - g) the flow of activities.

Marketing service quality

The quality of service must be on the basis of marketing decisions, as it influences the demand for services and the structure of the customer; at the same time it is an important element for positioning in relation to competition.

Assessment of service quality is a difficult problem because in most cases of dimensioning services it intervenes the subjective evaluation side of customers.

Quality of service can assess according to the elements: body image (the global image and attractiveness of company's services), technical quality (essential attributes of services, adequate to the needs), and the functional quality (the delivery of services).

Quality of service is defined as the difference between customer expectations on service and perception of service quality after its use. Quality makes sense only if this difference is negative, so when the results exceed customer expectations. They are influenced by oral advertising, personal needs, previous experience and promotional efforts of the company.

Service quality perception is influenced by:

- tangibility (physical support of the service);
- reliability (ability to achieve proper service from the beginning);
- speed (achieving service time limits acceptable to the client);
- competence (the features and training staff serving meet the required implementation services);
- courtesy (politeness and respect for the customer on the behalf of contact personnel);
- credibility (honesty of services' company);
- safety (no hazards and risks when using the service);
- accessibility (ease with which the service can be used when desired);
- communication (informing the customer and responsiveness from the company);
- customer awareness (understanding the business needs and customer behaviour)

Non-quality factors of a serving process are most often related to four major deficiencies:

- ignoring the expectations of customers;
- lack of characterizing norms of a service;
- the disparity between the offered service and standards;
- failure promises.

A very important element for assessing the quality of services is providing a system and compliance of a guaranties system. It may attract customers and ensure good services. Also, the security can be an advantage over other companies and a sign of seriousness of market outlets.

Contracts of guarantee must contain the rights and obligations of customers and company.

Marketing Research

The main objective of **marketing** is the orientation of a company's activity based on market needs. This work involves an information system very well established, that would observe any rapid change of the market environment: consumer, retailer competition.

In market economy conditions, sustainability and prosperity of a company lies in the speed of adjustment to market requirements.

The market study represents the main orientation of the marketing researchers, but it should be noted that not all reduces to this analysis. Thus, marketing field investigations is extended on one hand to the "upstream" market towards the origin of the request, going on human needs and behaviour, on the other hand, the "downstream" market by pursuing the way of assessment the product by the consumer.

The structure of marketing research in tourism from the point of view of research object, has five types:

- 1) **Exploratory Research** whose role is to identify the coordinates of the market phenomena and to define the correct variables that characterize them.

Example: It was a pilot survey, regarding the youth request from a city tour, it will find out what do young people understand by spare time and which are the destinations that they prefer.

- 2) **Instrumental Survey** aimed to verify and confirm whether the techniques and instruments that the researcher intends to use are the best suited for the purpose.

Example: It is verified if the concepts of "spare time", "tourist", and "excursionist" were well defined and have the same meaning for all participants in research.

- 3) **Descriptive Research** is used to clarify "how" carriers of information operate and seek to describe and evaluate the information market phenomenon.

Example: It can be determined the market share of X company travel for youth in the total tourism market. It can be learnt in this way which is the socio-demographic feature, occupation, age, gender, environment of origin.

- 4) **The causal research** which comes to enrich the area of information marketing aspects of a motivation, to explain the causal factors of the evolution of a particular phenomenon of the market and to measure their intensity.

Example: You find the main reasons why young tourism organized or unorganized practice. Also, examine how the public reacts to a particular advertising message.

- 5) **Predictive Research** aimed at predicting a market phenomenon in the short, medium or long term.

Example: The X Company of tourism for youth may lead through such research that will be the evolution of its market share, by the next year in all the tourist market, and the specific of services that it provides in developing their own faithful clientele.

They may be divided in terms of frequency of conducting surveys:

- Permanent
- Researches: - Periodical
- Occasional

On the nature of information sources there are:

- Office Research (yearbooks, breviary, studies);
- Field Research (through direct access to the market).

The marketing research process comprises five stages:

Identify the problem

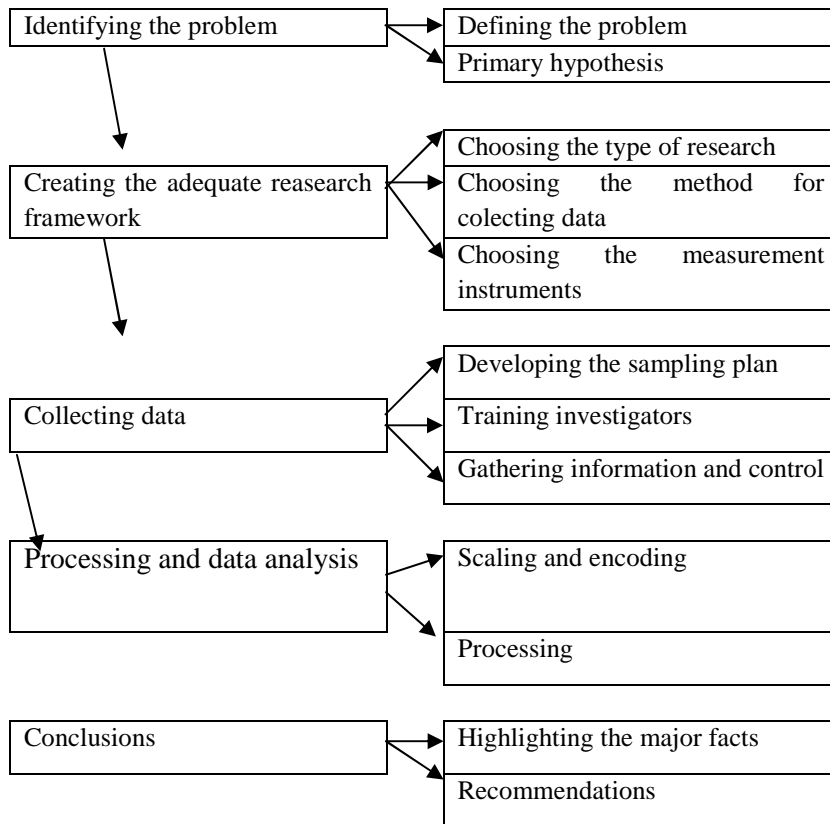


Fig. 5

Source: Dubois, P.L., *Marketing - Theory and Practice*, Editura Economica, 1994

Strategic Marketing in Tourism

Marketing strategy is the main direction in which a company mobilizes its human, financial and material potential in order to achieve and exceed the scheduled

economic indicators. Any marketing strategy must have an established target. The strategic marketing objective has three elements:

- attribute (expressing the objective – for example market share);
- a scale (indicator which measures the attribute);
- a purpose (representing the value on the proposed scale as target)

For the implementing market strategy of the company it is developed a strategic plan.

Strategic Plan

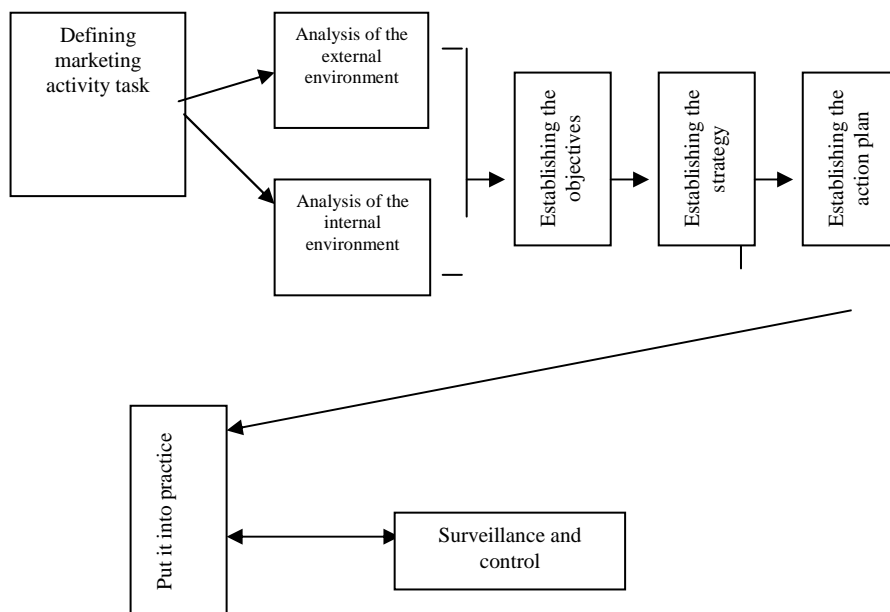


Fig. 6

Source: Dubois, P.L., *Marketing - Theory and Practice*, Editura Economica, 1994

Marketing strategies can group by three criteria:

- 1) attitude towards the company's overall dynamics of the market:
 - increasing market share;
 - maintaining market share;

- diminishing market share.
- 2) company's attitude towards the market structure:
- undifferentiated strategy (in which work is addressed to a global markets, the products are the same for all categories of customers);
 - differentiated strategy (where the market is facing directly towards two or more distinct segments of customers);
 - Concentrated strategy (in which the activity is oriented exclusively to one segment of consumers)
- 3) the position that the company towards the changes on the market:
- active strategy (in which the activity is oriented towards the renewal and upgrading the supply to be before competitors);
 - adaptive strategy (which aims at aligning to changes of the market);
 - passive strategy (which are expected market reactions to the actions of competitors, for adopting their own strategy)

The Strategy of Touristic Product

The touristic product is a concept different from the classical concept applied to trade in physical assets. It means those services, facilities or products offered in a specific environment created by the natural factors and the touristic technical-material basis in a certain region.

The tour includes (with different weights in the product's structure):

- transport from the residence to the destination and return;
- Transport inside the area of destination;
- tourist accommodation and catering;
- additional services

To determine the strategy of the product in marketing concept it is necessary to choose first the nature of the product to be launched.

In choosing a product, several aspects must be taken into account. Thus, it must be identified the product that has more demand. Also, those products must be identified, the existing ones, for which the application has grown among potential

customers. One last aspect is the one to clarify the needs and preferences for touristic products, of touristic consumers on a given market.

To adapt the touristic product to consume demands, the marketing techniques offer two directions:

1) Product Planning

Product planning takes into consideration the introduction of the export classification of tourism products, with the withdrawal of those touristic products that no longer meet the requirements of consumers.

2) Product Development

Product development refers to the improvement of tourism products already offered to keep them on the requirements expressed by consumers or at the competition level.

A variant of this strategy presents an imitation of the competition product (checked product on the market through a supported sale). This is a convenient strategy that reduces risks, but on the other hand it presents the disadvantage of delayed emergence on the market of the touristic product.

In practice, there are used simultaneously in both directions, meaning that the continuous improvement of existing products introduce new products as a result of studying the demands of consumer, retreating from the distribution those products for which the demand has decreased.

The touristic product must be designed and dimensioned to correspond to consumer's demand from the qualitative and quantitative point of view, but it is necessary as the product is opened to make the adjustments resulting from practice: resizing and quality improvements.

The concept of "product mix" requires the recombining the elements of attractiveness with services in a formula appropriate to the way of customizing the application. A reduction of the elements of attraction in extra season must correspond to the extension of services. On this basis, the main way of recovering the "resources-benefits-application" balance is to diversify the range of touristic products offered in the extra season market. It is facilitated by combining the unlimited practical possibilities that the items offer in the structure of touristic offer. A list of all these possibilities is virtually impossible. Operating but with groups of constituents of the touristic product, can highlight the most important ways of

action, which customizes according to the nature and elements of attractiveness the form of practiced tourism.

In the presented context, the main tourism product strategies in extra season are:

- Combining elements of attractiveness with different degrees of the season, in the area, easily accessible by their geographical location. On this basis, it increases the strength of the attractiveness of each zone separately, and the product as a whole. The offer of touristic product can be presented either as a combination of two holidays, or as a combination including a visit and a trip on a given circuit. Under the conditions of our country, such products may be formed by combining different variants of elements specific to certain areas: mountains, delta, season, etc.
- Combining the multiple choices of offered services, the variable element being usually the meal. The most commonly used combinations are the type “accommodation only”, “accommodation + breakfast”, “accommodation + half pension” and “accommodation+ full pension”. In this way, the tourism product offered in various forms, becomes more accessible to some segments of consumers - especially those with low incomes (elderly people, families with children) - which attract, in the off season, one of the expansion ways of the enterprising tourism market.
- Diversification of entertainment services, by providing daily various possibility of choosing how to spend the rest of the spare time for resting. The selection of the entertainment services and their combination is performed by the consumer; the provided possibility for such combinations is for increasing the attractiveness of the overall tourism product. Entertainment diversification can be achieved through a range of extremely high means. The most important areas in this respect are: sports, hunting, fishing, excursions and trips, organization of competitions, music, dance, mechanical games, movies, theatres, cultural events, folk.
- Providing variable stays as size, is a means of increasing the number of tourists in off season. Variable dimensions of touristic product (*the size of sold stays*) represent the element that becomes accessible to a larger number of consumers. The form which provides a residence consisting of a fixed part (3-5 days) and another variable, tourists may choose, at the time of purchase, for a given variant.

- Deployment, in the supply of products which, by their nature, they do not present high season feature. One such product is, for example, short trips, in which the touristic motivation is the historical elements, the winter sports, some sports, cultural and folk events, etc.
- Diversifying services for population in the area of company's activity is another way to increase revenues. Services are in particular those of mass entertainment. Diversify food production, offering entertainment programs in public administration units, organization of events, etc., contribute to the "occupation" in the larger proportion spaces of production and services during periods of high season.

Pricing strategy

The way of touristic price formation depends on their quality, the degree of originality, when they appear on the market, season, categories of consumers, the country of their origin.

Differentiation strategy of price has in mind several criteria:

Temporal criterion (*the season period, during days of the week, weekends*) is the most used in tourism, taking into account the intensity of demand.

Another important criterion is the categories of tourists according to their age and social structure. Thus, there will be prices with discount for families with children, students, pensioners.

Sales volume is an important factor which may lead to discounts for longer stays or in the situation of group tourism.

One factor that may lead to a prices rise is the number of travel agents in the intermediary between the initial contact of a tourist and effective provider of tourism services. Thus, the number of successive commissions can substantially increase the price of a holiday tour.

An effective strategy for tourism market prices are characterized by certain traits that relate to the accessibility of markets, diversity and their sustainability over time. Thus, we can distinguish three main strategies:

- 1) **High Pricing Strategy** is used for short periods of time, in those markets where the elasticity of demand for touristic product is low. A low elasticity of demand in comparison to prices is caused by several factors.

Firstly, high income of special services consumers (*such as luxury*) contributes to a small change in demand. A high demand compared to supply (*particularly in areas sought by tourists - such as coastal areas in summer season*) can maintain a high level of prices. A final factor is the limited nature of the offer in the conditions of a very high competition (*thus lowering the price will not cause a significant migration to the services offered by the unit*) or very small (the decrease in rates is not justified; the unit does not have to encounter an actual market competition). High pricing strategy applied in a situation where the offered touristic product has no chance of sustainability (*e.g. tourism events on the occasion of shows, exhibitions, fairs, etc.*), or there is the situation where it tends to penetrate the competition that can not affect the scarcity of the supply.

- 2) **Low Price Strategy** is used in different cases. Thus, it can be used to launch a new product (tactical input), in order to impose the product or in the purpose of increasing its market share to the detriment of competing products or to increase the efficiency of using the capacity of accommodation, transport, etc. The advantages of this strategy are seen as soon as they are put into practice, being observed in general increasing sales. This favourable reaction to lower prices from consumers with medium or low income oppose to tourists' reaction with high or very high income, to which a decrease of the prices does not present a particular attraction or it suggests a poor quality of the product.
- 3) **Overhead Price Strategy** its purpose is the sale of more complex touristic products that contain a minimum number of components, at a global price set in advance for the entire product. Under this pricing strategy, the tourist purchases in addition to what is offered other additional products and services to the extent of his financial resources. This type of strategy addresses also to people with low or medium income, who are interested in the total amount for the stay that cannot cope with price fluctuations. In terms of tourism services provider, offering overhead price strategy, it guarantees the sale of a minimum package of touristic services.

Promotion and Distribution Strategy

In company's touristic marketing, a particular importance has the promotion and distribution policy.

Unlike other economic sectors, the promotion and distribution is performed in the absence of touristic product, the buyer did not have the option of verifying purchased product before buying it. For this reason, the promotion and distribution activities are intertwined closely with the promotional mix.

The season and the population segment require different techniques for touristic product promotion and distribution. Thus, in periods of off season campaign promotion should have a much higher share than during the season, it has significant economic effects to the employment capacity of accommodation.

Promotion Activity lies in the ways of informing the touristic customers that is urged to purchase a certain touristic product.

The components of the promotion activity are: sales promotion, public relations and advertising. Their conscious combination form what is called the promotional mix.

Promotional activity is strongly influenced by the season, the touristic segment to which it is addressed and the offered nature touristic product. Thus, high season, the advertising in tourism domain should be more supported in the sense of intensifying and broadening its geographical area in which it applies. Promoting sales in any period, but with greater amplitude in high season, it can be achieved through measures to help the tourism of purchasing the touristic product (*payment in instalments*) or discount rates, either global (*in high season*) or addressed to some population segments with low income (pensioners, students etc.).

Other facilities may be granted to tourists and can be essential elements of promoting activity and it represented the crossing conditions of national borders. Thus, the group tours can simplify to obtain documents or visas, simplifying border control, reduction of fees to be paid in the destination country.

Another type of facility involving discounts is that of "gratuities" offered by the providers of touristic services. Thus, they may appear to increase the duration of stay (*involving supplementation with a number of days or weeks*) as an essential element of attractiveness. The service provider has the opportunity to have a better tourist capacity, but also through the offered additional services and to increase profits.

Another type of “gratuities” may be encountered in cultural events (visiting exhibitions, museums, etc.).

Families with children are generally the most concerned of the given gratuities. Thus, children can be exempted from paying the accommodation, transport or meals, depending on the existing concrete situation.

Advertising acts on potential customers by advertising messages; its content is capable to determine a certain purchasing behaviour. Their transmission and reception acquires great care for appropriate advertising media. Maximum efficiency is obtained when they are chosen from among those that are the target consumer segment. The variety of these segments, the stretched geographical area where they are located and a different location for services require the development of action at national level, to the place of sale and the place of stay. National advertising and the sale aims to provide complete information and to highlight product features. It should also be considered revealing the advantages that the tourists will benefit from buying the touristic product in question. During their stay the advertising will create a favourable image of the "consumed" touristic product in order to convince the tourist of the equitableness of its choice. It will be supported, primarily through the quality of services provided in tourist establishments.

You can highlight some key features of advertising:

- Advertising is an important strategic and tactical instrument whereas the publicity actions aimed for differentiated purposes, it is addressed to some identified sectors of the market, and they are prepared on the basis of a rigorous analysis of the market which is achieved using a variety of means of communication and advertising, a control of obtained results. It may not be an improvisation as, by its effects, it may determine the obtained results by the firm;
- Advertising is a means of mass communication because its messages are transmitted to a group of people, and the relationship between tourism and business consumers is not direct, but it is established through a mass communication channel;
- Advertising helps to stimulate the demand as it represents one of the means by which the request is converted into the actual purchasing activity;

- Advertising provides an efficient link between product and consumers, it educates tourists influencing the volume and structure of consumption and purchasing habits.

Advertising policy goal is to achieve effective communication that leads to the modification of attitudes and behaviour of the potential tourist, so as to generate a immediate or future sale.

Achieving this goal is possible through the following objectives:

- familiarizing tourists with the tourist company, with tourist destinations so that they support the selling process;
- attracting a new segment of tourists;
- entering on a new market;
- introducing a new touristic product;
- increasing sales of touristic product by reducing the degree of the season;
- creating a favourable image of a welcoming country, a resort, touristic companies for tourists.

The distribution activity consists of a variety of activities that lead to the sale of touristic product. It requires a series of requirements that lead to increase its effectiveness. Thus, the distance between the potential buyers is proportional to the level of sales. Also, an important factor is the intermediaries in the distribution. If within the unorganized tourism, the tourist addresses to the service provider at the moment of organizing their stay or possibly it require a seat reservation, meal, direct transportation, while within the organized framework, the tourist uses specialized agencies. These can be directly intermediate service with the provider, either through interposed specialized agency (e.g. transport). One of the factors that may significantly increase the number of intermediaries (and therefore implicitly the costs), it is the distance to the place of tourism destination (e.g. international tourism).

In the touristic distribution a key element is forming the reservation of accommodation and transport. This can be organized in three ways:

1) *The Manual System*, which in various graphical forms there are records of received applications due to a permanent connection with the service provider performing the bookkeeping of sales.

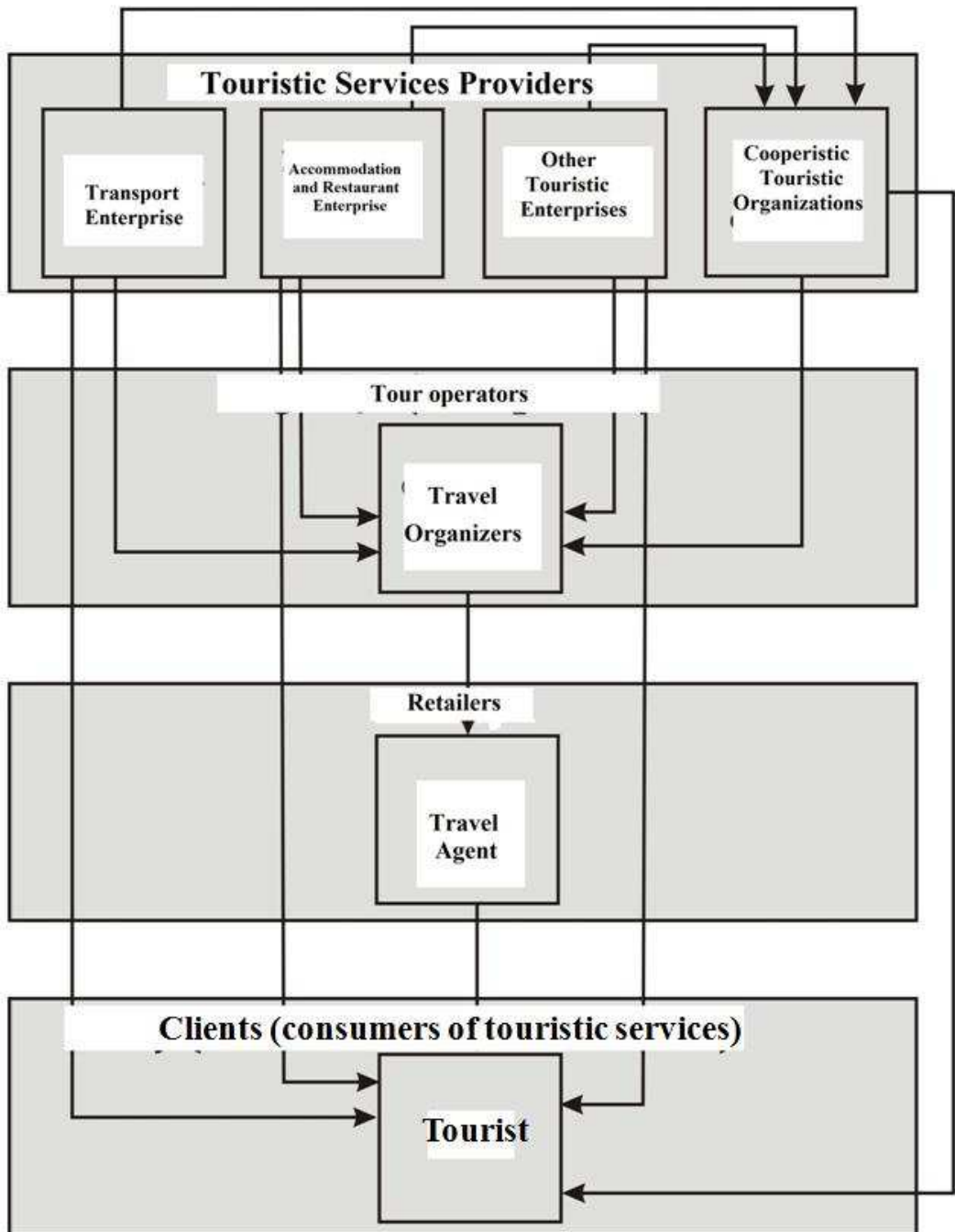
2) ***Partially Computerized System*** that records are kept using computer, the links between provider and agents on the telephone.

3) ***Fully Computerized System*** that records and links are made through interconnected computers. The system provides an instantly to the possibility of choosing the accommodation according to preferences and removing it from the circuit after purchasing the offered place.

Within the distributional act, it must be taken into account the correlation between demand-supply matching. Thus, when the offer is greater than the demand, the service provider being continuously in contact with the distributor may take to establish new sale points, whether mobile or fixed in companies through the use of “commercial traveler”. If the offer is less than the demand there may be reciprocal relationships with other providers of touristic travel services for redirecting tourists as not to lose any potential consumer.

In the distribution activity, an important role has the tour operators in the sense of orienting the demand to certain countries by providing facilities such as gratuities.

Schematic presentation of possible distribution channels



Marketing Strategies and Seasonal Objectives

Conducting marketing activities in high-efficiency implies the adoption of objectives and strategies both general and partial, for a variable period of time, constituting a coherent whole.

Regardless the reference period and the level to which they adopt, some objectives are common to all service and forms providers of tourism, while others are peculiar.

One objective of maximum generality is increasing the revenue from tourism during high season having as main effect diminishing the negative effects of tourism seasonal activity.

Regarding the touristic activity components this objective can be achieved in the area of increasing the capacity of accommodation by increasing the number of tourists and by extending the average length of stay in the area, meals services by adding tables with regional profile and in the entertainment field by introducing new attractions.

Seasonal implications are found both during the season and high season the first case may be when the source exceeded supply by the tourism movement and in the second case when the application has lower supply. Therefore, the objective of increasing demand during the season may be correlated with the period of the season. Choosing one of the possible variants combinations of these objectives depends on the report which is between the supply and demand at the level of considered organization.

In internal tourism, for example, the most appropriate is to increase the degree of demand in high season and reducing the demand during season.

For the international tourism there are different features: increasing tourism demand both in the season and high season.

In the process of correlating the seasonal objectives with the two forms of tourism, it is obvious the priority of the international tourism. Not accomplishing the objective lead to reformulating the objective of the internal tourism, out of the need to use to the entire capacity of the premises during the season.

Specific objectives derived from the general ones, customize also within the main forms of tourism. In the coast line, tourism will observe the increase of revenue towards the end of the season. Limitation period is imposed by the total absence of the elements of attraction in off season, an absence that may not be replaced, in principle, to the size of coast line offer. The objective of mountain tourism is the

increase the occupation degree and the revenue in the winter season and in the extension of the two characteristic seasons. It is imposed by the low occupancy in the winter season compared to the summer and of the higher possibilities offered by the attraction elements; its quality is lower in offseason and it can be replaced by other elements of the offer. Finally, with the objective of health tourism, it will increase the occupation of offers over the year. Obviously, setting a goal is also encouraged by the elements of attraction, allowing the development of many activities regardless the season.

Achieving the targets require the use of appropriate strategies. Seasonal Strategies is a component of overall enterprise strategies which seek to ensure consistency of supply and demand in general.

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