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COMMUNICATION IN TOURISM PROMOTION CAMPAIGNS

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Abstract: Marketing over time has become the meeting place for retailers and consumers. Using online marketing, the world expects tourism-related sales to continue to grow. Using the online environment helps to reduce expenses and there is also the advantage that the internet is unlimited. Many services can be purchased through the internet and people can select their preferences.



Introduction

Organisations need to spend much of their business time on **marketing (promotion)** to ensure that their tourism products are recognised and accepted by the public. In this paper, we use the following concepts with their specific meanings: **Marketing campaign, Promotion, Communication (Written communication, Audio communication, Audio-video communication)**. The most used tools in communicating marketing messages are: Advertising, Corporate identity, Direct marketing, Face-to-face selling or personal selling, Packaging, Point-of-purchase, Public relations, Sponsorship, The Internet, Trade shows and Word of mouth.

Material and method

The method used in this study is the comparative method. We have analysed the most widely used types of communication in promotion campaigns and the most widely used tools in communicating marketing messages and we compared them with the types of communication and marketing communication tools commonly used in the tourism industry. We then analysed the possibility of applying Integrated Marketing Communications in tourism. The information used in this paper come from literature.

Results and discussions

The most common **types of tourism promotion tools** are, according to literature, **film, printed materials** such as **brochures**, the **Internet, public relations**, and **video**, which is, from far, just a small part of the wide range of promotional means generally used in marketing. However, recommendations made by specialists in tourism promotion suggest that the ideal way to promote tourism is **Integrated Marketing Communication (IMC)**. Worked on a BA Thesis focusing on a case study (Icehotel AB); focused on the role IMC on heritage destination visitations. In Romania, analysed both off-line and on-line environments in the advertising of two historical provinces – Muntenia and Oltenia – and reached the conclusion that there is no IMC in the tourism promoted in that area. He mentions the **barriers to effective IMC**: organisational barriers – difficulty of managing information from various agencies and vendors, low standing of marketing communication function, and vertical organizational structures where cooperation is needed between functions; organisational character – financial considerations placed ahead of consumer considerations, lack of common understanding of IMC, resistance to change and fear over who will be in charge, and rigid organisational culture; compensation – dependence of rewards on budget size or billings, not on the overall program and fear of losing position and financial reward without budget control).

He also provides solutions for overcoming these barriers. According to, IMC is more complex than any other type of marketing: at target audience level, there are audiences with conflicting interests, different media habits, and multiple people involved in decision; at product/service level, there are highly technical or innovative, varied, and multiple-attribute products/services; at distribution level, there is limited/specialised, highly-influential in decision distribution.



Conclusions

The most widely used **types of communication in promotion campaigns** are **written communication, audio communication, and audio-video communication**. The most used **tools in communicating marketing messages** are **advertising, corporate identity, direct marketing, face-to-face selling or personal selling, packaging, point-of-purchase, public relations, sales promotion, sponsorship, the Internet, trade shows, and word of mouth**. The most common **types of tourism promotion tools** are **film, printed materials** such as **brochures, the Internet, public relations, and video**. Specialists in tourism promotion suggest that the ideal way to promote tourism is **Integrated Marketing Communication (IMC)** because it benefits from unlimited Internet access and greater online availability of services.