



STUDY REGARDING THE CHARACTERISTICS OF THE BEHAVIOR OF TOURIST SERVICE CONSUMERS

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Abstract: In order to carry out successful activities in the field of tourism, it is necessary to understand in detail both the attitude and the behavior of consumers of tourism products and services, meaning determining the reasons (factors influencing consumer behavior, meaning environment, culture and psychological profile) rational, emotional and sometimes subconscious, which causes people to do what they do. The category of consumer in general, and the one of consumer of tourism products and services in particular is determined by the relationship between our needs and desires, and products and brands of products try to meet the different levels of the pyramid of human needs..

• Results and discussions

- The tourism marketer should try to find answers to all these questions so that he can plan his business tomorrow and also know that there are four reasons why a new product or service may fail:
 - because it was a bad idea from the very beginning (for example, the idea of turning your farm into an agritourism farm for Romanian tourists, although in Romania this type of tourism does not catch on for easy reasons - most of those who would like to spend their vacation I know very well what the Romanian rural environment means, or they go to the countryside frequently to help their relatives to work in the fields or because they simply want to escape anywhere else than in the rural area);
 - because something is not going well in the marketing mix (for example, the promotion of agritourism activities in Romania);
 - because someone misunderstood the market study (not always a market study 100% reflects the reality);
 - because the trends have changed (this is also the case in Romania, where a holiday at sea cannot equal the holiday on the Bulgarian coast - more civilized, cheaper and superior in quality - or Turkish, for example, where studios or apartments with kitchenettes can make the holiday much cheaper).



CONCLUSIONS

Even if marketers do not always succeed in getting people to do what they want (that is, persuade them to buy their company's product or service), they can put the product or service in the best possible light as long as they understand what consumers want, how they make the decisions, why they choose the brands they choose and how and where to talk to them.

In recent decades, globalization has brought with it the globalization of the buying public, and the globalization of a large number of products and services. The tourism industry is also facing the phenomenon of globalization. Proof: the growing interest in any form of agritourism, even in countries like Romania, where agritourism could attract especially foreign tourists.