



POSSIBILITIES TO IMPROVE THE MARKETING MANAGEMENT OF HUNTING FUNDS

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Abstract: *In order to improve the marketing management, it is necessary for any hunting fund to develop a management plan for the marketing of hunting tourism, which includes training activities for communities within the perimeter of hunting funds, a respectful relationship for the fauna and flora of habitats and a database showing the prices of the hunt products offered but also a system of auctions to replace the arbitrary determination of visiting/hunting prices, a higher level of technical support in organizing the hunt with residents and non-residents and a template including the contribution to the effort to conserve habitats and species of hunting interest. Improving the marketing management in hunting tourism, involved determining the main hunting activities carried out on researched hunting funds, in order to develop new hunting activities/services more environmentally friendly, to improve marketing management by implementing new sustainable hunting products and coordinating hunting marketing training programs.*

• Results and discussions

- In countries where most hunting tourists are domestic (very independent, and often only buy their hunting license without other tourist services), the real potential for growing a sustainable business in hunting tourism lies in the groups of foreign tourists who spend more money for complementary services, but they are even more demanding of rural entrepreneurs, especially in terms of the quality of services
- Fast-growing marketing teaches us that we need to make sure that what we offer to hunt tourists is exactly what they need and how to use our creativity to find the most effective ways to reach customers consuming hunt products with high economic potential. We consider that in order to grow the business in hunting tourism we need the following elements (figure 1):

CONCLUSIONS

Improving the marketing management in hunting funds requires the knowledge of the preferences of consumers of products/services by fund managers, hunting organizers for residents or non-residents, in order to segment their hunting market. Marketing management and business maximization involves as major objectives for hunting funds a series of measures to improve modern forms of marketing such as target marketing which involves attracting segments of the hunting market considered to have advantages for a tourist product or brand offered by the fund hunting, demarketing as a method of discouraging hunt tourists who are not willing to pay large sums for the purchase of quality trophies and the marketing mix as a modern alternative to rapidly growing marketing by optimizing the 7P and prioritizing hunting fund activities.

In order to improve the marketing management, it is necessary to propose the implementation of marketing ideas for each hunting fund regarding the systems for analyzing the quality and creditworthiness of funds, quantitative measurement systems to establish actionable objectives, prioritizing ideas, implementing and optimizing implementation process.

The promotion of hunting products as specific brands of hunting funds can only be achieved effectively by improving the marketing management that proposes new ways of promotion, by direct sales for the loyalty of hunting tourists, editing promotional materials and participating in fairs.

