

THE ANALYSIS OF TOURIST CONSUMER'S PERCEPTION ON THE IMPORTANCE OF COMMERCIAL IN TOURISM

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Abstract:

The demarcation of perceptions with regard to ad's role in tourism means a typical process for contouring the positioning of tourism's product promoted in consumer's mind. For this reason, the construction of tourist commercials as a function of consumers' perceptions, but also the relationship which they have, reported to experience sensations that make up tourist, is essential in building a positive tourist images. In this respect, it has been carried out a quantitative marketing research, on a sample of 63 respondents, with the aim of knowing the perception against the main sources of information in the purchasing tourist product, the degree of involvement in the search for information on the tourist's product, the commercial influence on the promotion of tourist destinations, the main supports of the ad where they take over the information, the degree of involvement by type of advertising, sufficient information presented in a report, the relationship between the quality of ad's decision and the inspection, the elements which help to distinguish better the information on a tourist destination and the impact of provided informations by advertising about a tourist destination.

JEL Classification: L83, M31, M37

1.Introduction

The open borders, the decrease of transport costs, the emergence of a culture of leisure and entertainment, advanced communication and social media have determined, in the past few years, the rapid growth of tourism activity. The OMT, international tourist arrivals reached 1087 million in 2013 (as compared to 25 million in 1950). Tourism ranks 4 in the top of the most traded goods and services in the world (after fuel industries, chemical products and auto products) and represented 30% of world exports of commercial services (UNWTO, 2014). As a result, tourism has become one of the sectors of export with the fastest growing, the main generator of jobs, income and local taxes for destinations.

This extremely rapid increase of tourism activity involves a strong competition between the different tourist entities which offers a wide range of products, in relation to natural conditions, cultural, economic or specific policy. The competitive environment at global level requires a management of these entities, efforts to promote in order to create a portfolio of attractive tourist products to potential tourists.

Tourism sector is a heterogeneous sector, with a wide variety of travel products (Matias et al, 2011) and, of course, only a strategic policy supported by advanced marketing tools, e-tourism technology, awareness campaigns to the environment and a very good conceived advertisement, may respond effectively to consumer requirements tour (Wall and Mathieson, 2006). On the other hand, the transformation process of tourism in a mass phenomenon, which started in the mid of the twentieth century, has led to tourism demand segmentation, depending on different criteria (nationality, cultural environment, social status or education, incentives, etc.). Duality of this process - the heterogeneity of tourist products and the segmenting of tourists determine a pretty fierce competition between tourist entities to attract potential tourists, increasing the level of competitiveness of entities. To meet various customer segments of the population it is necessary that the offer to include tourism products with as many attributes that provides utility.

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Communication and marketing are two important modern tools to direct tourist flows to certain domestic tourism products, being considered as basic competitive weapons: to inform potential customers about the benefits of a particular product tourism and, at the same time, to create a sense of loyalty.

2. The methodology of research

The methodology of research is based on two main steps: 1. Identification and selection of information required by the literature; 2. carrying out an investigation and processing of results. From literature we've selected items, such as: the information that center section in the planning holidays, and advertising as a tool for the transmission of the information. Subsequently frame identification and analysis conceptually, we have made a research on quantitative perception tourists on the importance of a commercial tourist product.

3. Information-central element for holiday planning

An effective strategy of distribution of information is important to the success of any product tourism project. Information proved to have a significant influence on the choice tourist product, as a result, the sources of information are essential for tourists when they want to plan vacation. For this reason, marketerii must ensure that developing an effective strategy for the provision of information to their target audiences (Shanka & Taylor, 2004). The information is the first connecting element of potential consumer and the entity providing tourist services (Buhalis, 2001), is the one that attracts the visitor into the product (Hall, O'Sullivan, and O'Sullivan, 2003) by creating Staying motivated the travel and offering a convincing support for a purchasing decision (Smith K. A. , 2008).

Potential customers can access the various sources of information for domestic tourism products which are untouched, and they can only be tested in advance. They can access information in order to increase your knowledge of products and tourist destinations in the early stages of the buying process (Bieger & Læsser, 2000).

For holiday planning and tourists use different sources of information (under quantitative and qualitative aspect). Searching for information starts in consumer memory. If any of the information found in the internal memory are considered to be sufficient for abuse than potential, then there is no need to search for, but, usually, there is a search for the continue external information.

Consumers looking for information from various sources that will help you to plan the process of consumption better, so as to reduce the level of risk perceived (Murray, 1991).

Information sources may come from the non-media (institutional, brochures, travel agents and internet) sources and mass-media (advertising, reports media). Travel Organizations produce information sources in non-media, in general, at the local level. Mass media refers to sources of information which are transmitting at national level by television, the press or radio. This dichotomy is based on the assumption that consumers can reach information in two ways: either in active mode and non-active (Midgley, Dowling, & Morrison, 1989). In the first case, and tourists looking for information for a purpose: to reduce uncertainty testing with the new product (Kotler & Armstrong, 1998). They seek through brochures, go to travel agencies or search for information on the Internet to gather its own information about destinations. In the case of information from sources mass-media, consumers do not require the information (Seabra et al, 2007), they receive in earth messages while read the newspaper, looked to the TV or listen to radio (Gensch, 1970 ; Newman & Staelin, 1973).

Fodness & Murray (1999) have defined sources as: personal sources (family, friends, colleagues) , commercial sources (advertising, tourist agents, dealers) and public sources (websites with impressions, comments, opinions about the different entities touristic, blogs focusing on tourism). Beatty and Smith (1987, quoted in Crotts, 1999) has defined four

basic categories of information sources for consumers: personal advice from friends and relatives), the market (brochures, advertisements), neutral (travel agencies, travel guides and sources experientale (previous visits).

Over time, on the basis of some market researches, have been drafted different demographic features of travellers related to the behavior in searching for information (tab.no. 1)

Tab. no.1 - Demographic features of travellers related to the behavior in searching for information

Gitelson & Crompton, 1983	People with education above average looking for information about a tourist destination in the literature
Woodside & Ronkainen, 1980	People from the class with a higher socio-economic level who often use the Internet
Seabra et al., 2007	Elderly persons use most likely a travel agent for information
Capella & Greco, 1987	It is based on information from friends and close people
Raitz Şi Dakhil, 1989	Young persons may base on a larger volume of information, and those originating in large part from friends.

Destination's selection is very important in the decision taken by Lianas, therefore, understanding factors affecting the process of choice of decisions is significant for the travel industry (Molina A. et al. , 2010). In order to remain competitive in this industry, tourist entities should understand decision-making process of each category of tourist, depending on target markets on which acts (cost and Ferrone, 1995). There are differences in the process of research to pre-travel, when they are very careful in the choice of the destination, by searching for the information, in order to compare them with any other offers. Due to the nature of the intangible tourist product, has to be understood the search behavior of the information by tourists. Horses et al (2003) investigates the touristic information preferences, from the point of view both of the moment trip and as a source of information, as well as what is the impact of sources of information on the decision of the journey.

Vogt and Fesenmaier (1998) suggested four aspects that define the information's functionality:

- ▶ Purchase of product knowledge as a way to help consumers in the decision-making process;
- ▶ Increasing certainty that will benefit of a product which will bring the level of satisfaction, thus reducing risk of consumption;
- ▶ Information collection as a surplus of knowledge what spectrum won the consumer's cognitive potential;
- ▶ Consumer belief that will identify the most convenient choice, both in economic grounds and emotional nature.

They will conclude search when their knowledge is perceived as being sufficient and/or search costs exceed benefits.

4. Communication by advertising - instrument for the transmission of the information

Communication is of particular importance for the activity tourist entity whereas, by means of which are transmitted to potential consumers, information concerning the characteristics of the products/services offered, promoted brands, the events involving the entity as well as itself.

Among the preoccupations of their potential to provide tourists to know in detail the structure and the content of the products tourist and to foster a more compelling picture as possible with respect to the destinations of the holidays, tourist entitatile must ensure a complex and multiangle information to potential customers, according to the market

segments which it is addressed. At the same time, in their action initiated, account will be taken of the fact that the image of the product is also influenced by tourism promoted in particular by the quality (high degree of comfort, classification category) and diversity additional services, as well as the level of excitement of tourist objectives (natural resources, cultural).

A substantial bridging the means used in the tourism sector as a source of information, is a tourism advertising, which, by means of a joint between a harmonious text information and an illustration compulsive, through different forms of it (advertising via TV or radio, leaflets, brochures, catalogs, guides, and tourist maps, posters and billboards, advertisements in the press), allows you to view tourist products. It is considered to be one of the most influential sources of information for visitors potential and existing (Kim, Hwang, and Fesenmaier, 2005; Gretzel, Yuan, and Fesenmaier, 2000; USTA, 2011).

Through advertising, any entity of tourism proposes to identify target markets and preferences prospective customers which could become loyal consumers. To achieve this objective, the entity must carry out a constructive and consistent amount of all information which could be the basis for the determination of reaction product purchase tourist. Advertising is useful customer during the process of purchasing decision because he helps to eliminate or reduce the distrust in tourist product and at the same time to have the guarantee a high level of satisfaction by purchasing tourist product respectively.

Advertising in the tourism sector has a few basic features, which require a different approach as far as it is concerned:

-It must represent the product in the tourism sector. Because the product is intangible tourist, advertising should generate desire and acceptance in the absence tangible records. It substitutes the product until the time of consumption, and can add value tourist product.

-It is seen as an activity for the construction of identity for agents, tourist destinations, hotels or tourist objectives. Can be designed as a short-term activity (for a day, a week, a season or a year), but also in the medium or long term, in order to create an identity consistent and reliable.

- Reduce the risk perceived in purchasing a tourist product whereas for a holiday is required greater amounts of money (it is as a rule an investment planned with longer before); emotional involvement makes fear of failure to be greater than, causing many uncertainties with regard to the place of destination, accommodation, transport, the table, the program of entertainment, etc. In order to reduce these risks, use either discrete strategic design that has in view of each individual approach risk perceived, be global, which involves strengthening entity's identity, and confidence in its name, which is used as an umbrella for all business activities (Morgan N. ; Pritchard Annette, 2000).

- The strategy of designing a commercial involves understanding how tourists shall take decisions, so how long before decisions are taken to make tourism, which are steps taken, who is involved, when and how final decisions are taken, etc. In this case, it is found that two useful conceptual tools, namely: decision-making units, represented by existing users, persons of reference (friends, colleagues, the members of the club, etc.), persons of reference for the media (writers of literature of travel, publishers), business decision makers (opinion leaders, etc.) businessmen in the industry and buyers, who paid, and reference groups of which they are part the core family, extended family, friends, colleagues, business partners, etc.

- Advertising and cultural constraints. It involves a Direct mail marketing tourist cultural, a marketing destination code, of breeds of lifestyles, history etc, all transformed into "merchandise". Advertising tends to work with cultural cliches as long as they give reasons for tourist trips. Often, the difference between tourism image created and the reality seen by indigenous, causes voltages in that local people do not recognize it in those service packs (many times the reality be masked, because tourists, that any people, do not bear it always).

Advertisement product taking shape, it provides physical and emotional dimensions and add value perceptual. The advert, whether it be in the form as the most complete - tourist booklet or folder, or that he is in a format printed or audio-visual in the media, send key elements for image formation.

Most of the times they are able to give lots of information without a trace something through them. For this reason, commercial tourist objectives should follow classic of communication (Learn, Like, Do) respectively: learning objectives, targets and emotional behavioral objectives. After the pleasant commercial, tourist potential must be able to offer three benefits which they will have if it consumes the product: to describe the main facilities available and be familiar with their services, to know the operating schedules of objectives and what are the costs involved.

Emotional objectives are the most important in marketing, and they are more and more in the tourism project. These objectives make the visitor to feel that it will be a great viewing experience, nor can a miss; they may be the most easily achieved through the images.

Behavioral objectives, are the most important because they lead to purchase. Prospective tourists should be persuaded to visit its objectives, to make tours offer highly proposed to buy souvenirs, to tell others about what they have seen and get back in those places.

Tourism marketers must take into account the fact that an advertisement of quality can work miracles, that receive advertising message, target audience must retain the objective tourism promoted and that the ad must have a distinctive style to draw attention.

5. Quantitative research on tourists perception on the importance of a commercial tourist product

Under the conditions in which tourist activity on national and international level has intensified in the last period, the battle between destinations is still more fierce, each trying to attract a higher number of tourists. In this context, most of the times, an activity of marketing efficiency is the one that makes the difference, and the promotion of a product becoming tourist not only relevant, but also mandatory. If operators in the tourism sector have in them this, tourists have, in many cases, different opinions and a different perception on the significance of the promotion they should take in tourist activity. Starting from this, we have made a research on tourists perception against the main sources of information in the purchasing tourist product, the degree of involvement in the search for information on the product the tourist, commercial influence on the promotion of tourist destinations, the main supports of the ad where I am taking over the information, the degree of involvement by type of advertising, sufficient information presented in a report, the relationship between the quality and commercial inspection decision, the elements that help them to levy better information on a tourist destination and the impact of the advertising information supplied about a tourist destination.

At the bottom of this research has been a study, in which it was used as a tool for working on a questionnaire structured and were used students as operators of an interview. Persons who undertake to search for information about destinations may be considered potential tourists and represents population of interest for this study. Therefore, the location for the attainment of this study was fair Tourism Bucharest, organized in the period 13-16 March 2014, the study will be absent on 100 people. Survey respondents were asked to express their opinion on advertising in tourism and to respond to a series of questions relating to it. It was considered that whether the sample is supported by the fact that all those who go to the fair of tourism are persons in search of information for possible destinations of the holidays. Sampling of the reference group was random, using a step mechanically in persons, i.e. from 5 to 5 persons, from the last was interviewed.

This research limits are related to the relatively small size of the sample (of Arad) as well as the fact that those who have visited the fair was for the most part with a higher education (almost 80 %).

Demographic profile of respondents showed that on the basis of sex, 42.5 percent are female and 57.7 % male. As regards age, 48% of the respondents were between 25 and 34 years, and 29% represent the segment between 35 and 44 years. Most of the respondents are unmarried - 51,2 % and only 34.9 % married. Respondents are highly educated: 77,8 % of them have higher education and 22.2% of them are high school graduates (v. Figure 1).

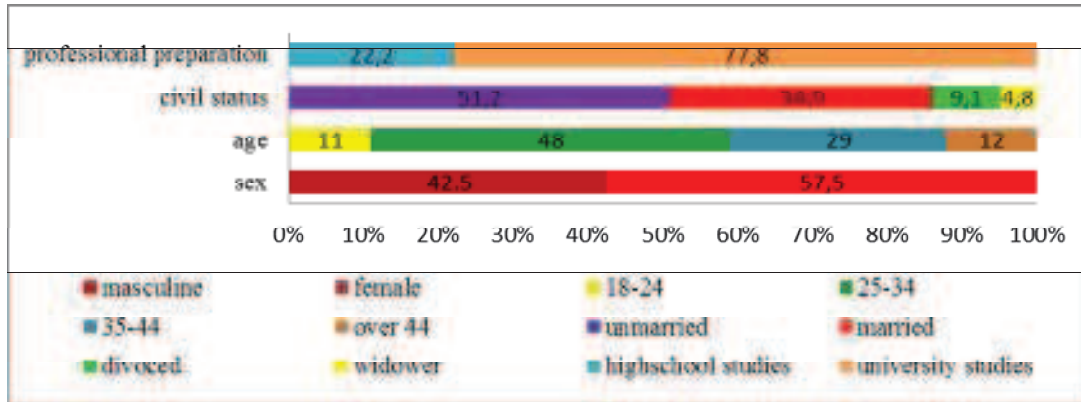


Fig. no. 1 - The structure of the investigated sample

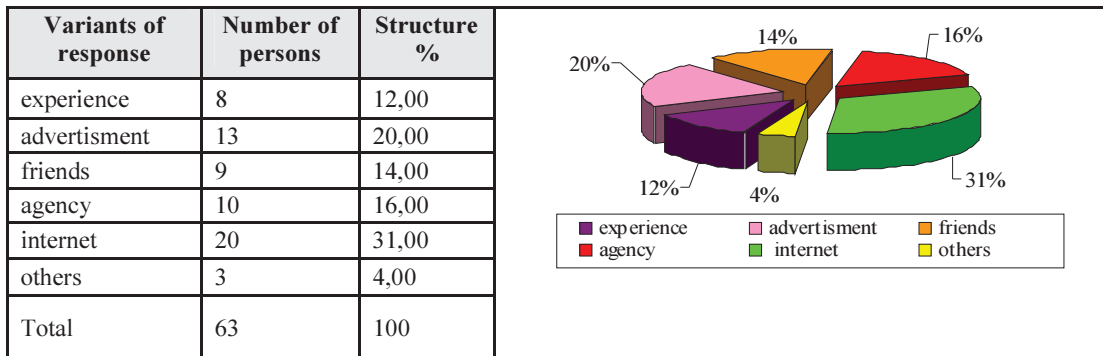


Fig.no. 2 – The distribution and structure of the respondents after the main sources of information in tourist purchase

For 31% of the respondents, the main source of information is the Internet as a result of much more easy accessibility of this source on different media (computer, laptop, tablet or phone) (v. Figure 2). Advertising is the option of 20% of persons, as the source of information considered to present the best benefits that you will get as a result of selection for those uses. It is noted that agencies, friends and experience have a weighted relatively close, but with a weighted respectable, on average 14 %.

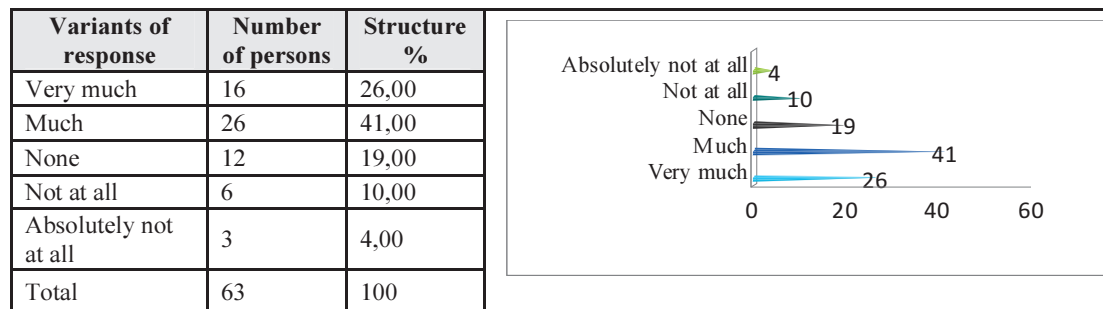


Fig.no. 3 – The distribution and structure of the respondents depending on the degree of involvement in search of tourist information on the product

Almost 70% of those who practice tourism prefer to get involved very much in his quest for information on destination, which means that Lianas became very carefully when planning holiday, especially because it is not a product of current consumption but also seek to satisfy higher order needs. Very few are those who don't get involved at all in the search for information, corresponding to 4 % (v. Figure 3). Probably the percentage on respondents who does not get involved at all, or hardly at all in the search for information relating to the product derived from tourist group core, in which this task it is for other members of the group membership.

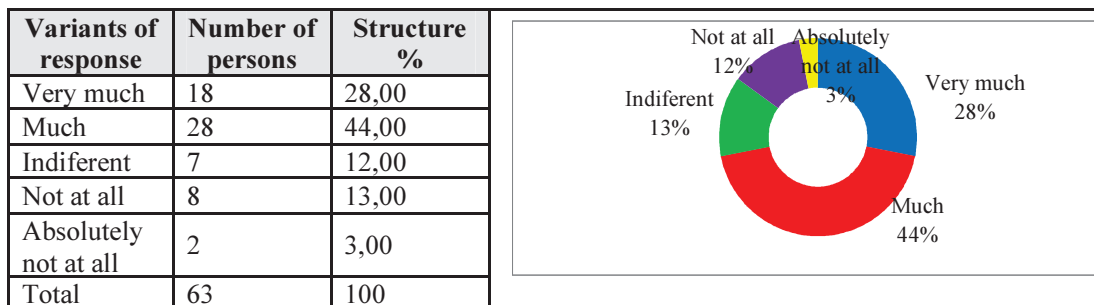


Fig. no. 4 – The distribution and structure of the population surveyed after commercial influence on the promotion of tourist destinations

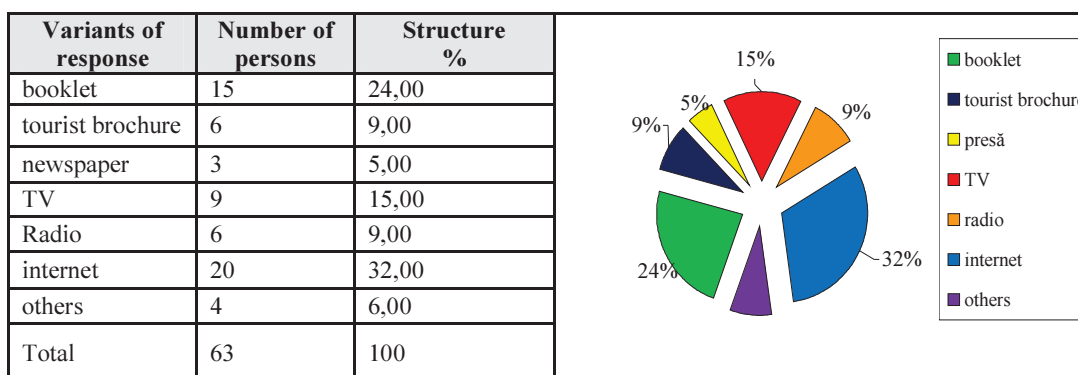


Fig. no. 5 The distribution and structure of the respondents on the basis of the main supports of the ad where retrieves information

More than 70% of the respondents are convinced that advertising has a considerable influence on the promotion of tourist destinations; only 15% considered that this would have no impact (v. Fig. 4). If main source of information is the Internet, it was expected that and the main instrument of tourist ad's to be all this, having about the same weight and in this case - 32 %. A weighted quite important matter, as a holder of information, has a brochure - 24 %, a large part of them being made by tour operators, travel agencies, hotels, etc. to provide information about concrete theme promoted (v. Fig. 5).

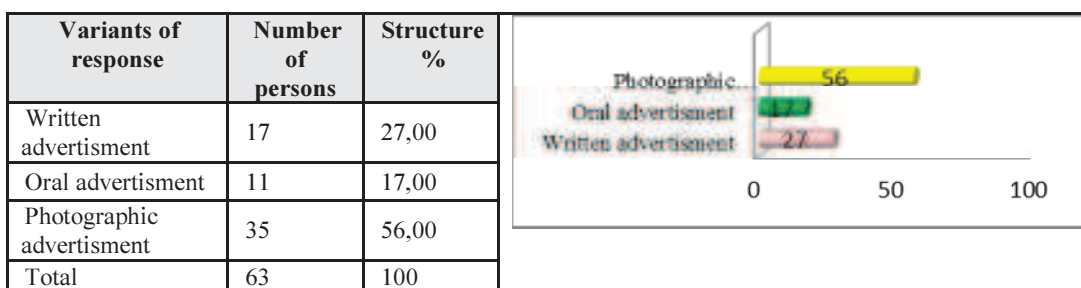


Fig. no. 6 – The distribution and the structure of the respondents depending on the degree of involvement by type of advertising

As it was expected, in the case photo ad, for 56% of the respondents, the degree of involvement is high, the photograph is the only language understood in all parts of the cosmos. 27% of the respondents are involved in studying advertising information provided by written and only 17% are involved in the case ad's written statements.

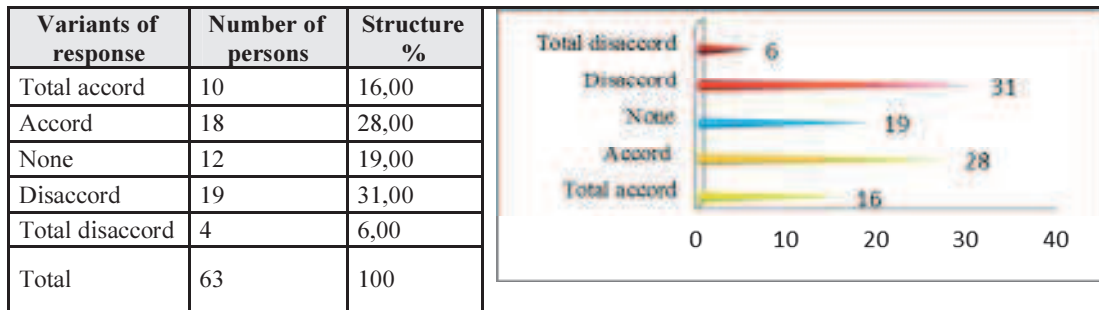


Fig. no. 7 – The distribution and the structure of the respondents sufficient information submitted in adverts

Information submitted in adverts are considered to be sufficient for about 44% of the respondents (v. Figure 7), which means that marketerii must think very well the strategy the design of ad. Let's not forget that an advertisement efficiency can only be achieved using a mix of staff from different areas: marketing, communication, photography and even consumers. Over a third of the respondents consider that the information submitted in the adverts are sufficient.

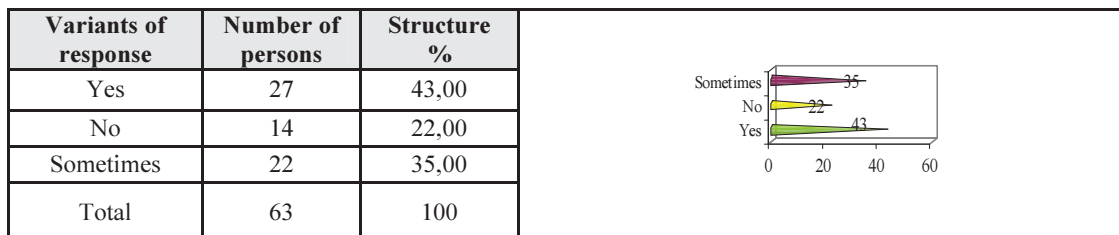


Fig. no. 8 – The distribution and the structure of the respondents depending on the relationship between the quality of the ad's and decision sight

In Figure 8 it is observed that more than 40% of the people surveyed say that there is a relationship between the quality and commercial decision to sightseeing, 35% respondents have chosen to answer option" sometimes", and 22% of those polled believe that there is no link between the quality and commercial decision to visit.

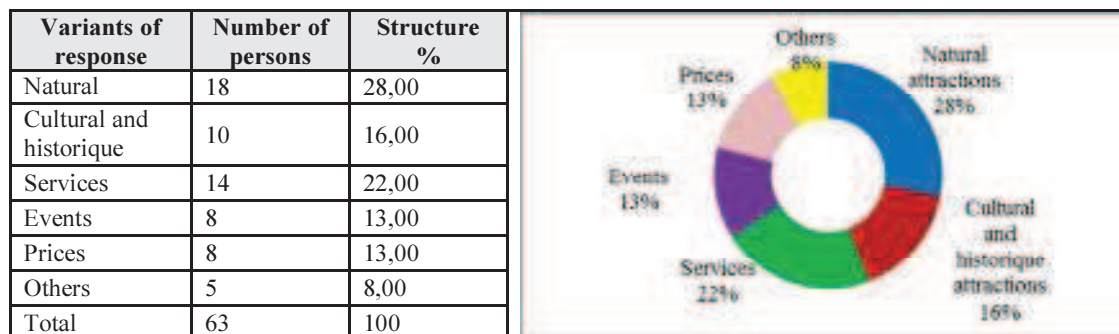


Fig. no. 9 – The distribution and the structure of the respondents after essential elements of a destination which I am telling in adverts tourist

Research shows that most respondents consider that items that can be transformed into images represents the main mobiluri to attract in adverts tourist attraction. According to the data in Figure 9, on the first place are natural highlights, followed by services and objectives cultural-historical. Prices and events shall be located at the same position, with 13 %.

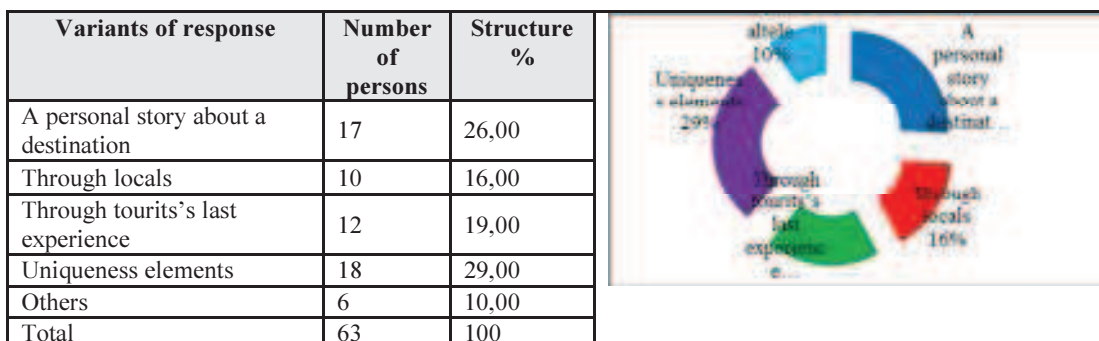


Fig. no. 10 - Distribution and structure of the respondents after elements which help to levy better information on a tourist destination

Elements that offers originality destination are those that draw attention the most of the potential tourists (29 %), prompting them to levy much better information from an advertisement. A personal story about a destination constitutes a second item (26 %) which makes potential tourists to understand the information, because they are trying to transpose as characters in that story. A weight of 19% shows that past experience of tourists makes to better understand information, but in this case, we are talking of tourists experience, who have a culture of tourist services and who were very well tourist product. The villagers contribute to the extent of 16% to a better understanding of the information, they will be the ones which transpose the best specificity of site.

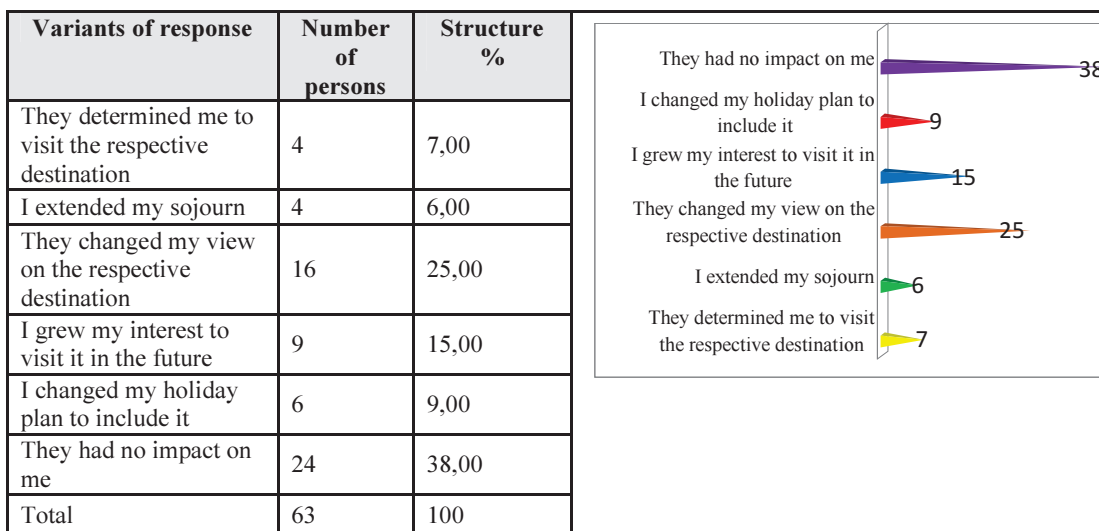


Fig. no. 11 - Distribution and structure impact of the respondents after information provided by advertising about a tourist destination

Information provided by an advertising determine only 7% to go to that destination, which means that 1 of 11 potential customers tranforma in customer actually. This percentage is not discouraging, taking also into account that according to some studies, ad's effectiveness by brochures, for example, is a sale 25 brochures distributed, but if it is a case of complex travel products, and the promotion is less expensive and then eficienta

must be higher (e.g. in the case addressed to cruises Germans, efficiency ratio is 1 to 5). It is also interesting that 9% shall amend the plan to include holiday destination tourist potential in the circuit, and 6% even he extended his sojourn. Tourism from the practice was deducted as tourists who consumes a stay extended, be benefited from a one-time promotional offer (e.g. pay 5 nights and stay 7), be visited and other destinations in the place where they have made his sojourn. On the 25% of them, that I determined to change his image of destination, which may have been negatively perceived or even have never been formed. But for the most part (38 %), advertising has not had no impact, a fact that should make the marketeri to shift their strategies to design commercial and to boot the essential elements that interest influencing the travel (uniqueness, history, local people and many times the price). The choice of these components is motivated by a desire cognitive dissonance of the people to get to know new places, new cultures but also of the possibilities reduced materials for many of those who consume tourism.

6. Conclusions

From the results of the research it has been found that most tourists are involved in searching for information when planning vacation, which is the main source of information is currently under the internet. Advertising may have a considerable influence on the promotion of tourist destinations, is involved so much more than in the case photo ad, and the information presented in an advertisement shall be deemed to be sufficient for half of the respondents. Also, there is a relationship between the quality and commercial decision to visit. Components which may be implemented in the images are the main mobiluri to attract in a tourism advertising, and, in the case of those who offer originality destination are those which draw attention to the largest of the potential tourists and that only 1 of 11 potential customers tranforma in customer actually.

In view of these results, tourist entities do not need to plan its work only on the coordinates of aggressive policy sales but also in combination with a policy-oriented concept of marketing, tourist interests which take precedence. As a result, sources of the information should contain information which confer authenticity for a worthwhile tourist potential, to induce emotional states to transpose into the atmosphere presented advertising and to reveal economic benefits of tourist consumption of the product.

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