

ONLINE ADVERTISING OF TOURISM IN BUCOVINA

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Abstract

The online advertising of Bucovina tourist area through web pages is a great means of promoting and attracting a large number of tourists. Given the varied tourist potential, the Bucovina area is appreciated by tourist both from the country and abroad. This tourist area is famous among the tourist areas of the country for its natural sights and anthropogenic tourist attractions, namely the so appreciated monasteries in northern Moldavia, who are also, part of them, included in the UNESCO World heritage site. For this reason we believe that web pages are very useful, being accessible to a large number of tourists in the country or abroad. It can also improve the process of booking accomodation, by incorporating requests, expectations and tourists' needs into new possibilities of making reservations, making them easier, faster and more complete than the ones already available; it can improve the softwares used for creating the websites of accomodation units, tourist associations and tourism agencies, taking into account who creates them and the main tourists. Due to the fact that in tourism, the main resource is the human one, which involves constant evolution, these website have to constantly be updated and upgraded. Regarding the accomodation and food facilites, changes occur almost daily, so updating and upgrading websites is a necessity for their efficiency. Websites can be accessed from anywhere in the world, and in this paper we will seek those elements that will support the use of web pages. In our paper, we will outline the importance of promoting tourism through web pages, and we will consider several ethical considerations relating to this aspect.

Key words: advertising, tourism, Bucovina area, Internet

JEL Classification: M31, M37

I. INTRODUCTION

In tourism, advertising is transmitting through different channels the touristic enterprise messages, meant to inform the tourist of the touristic product, the price, and develop a positive attitude towards the offer. In the tourism industry, the tasks of advertising are enhanced, because the decision of purchasing touristic products involves a great amount of information.

According to O. Snak, „the activity of advertising the touristic product is a specific form of communication, that consists of transmitting, in different ways, the messages and information meant to inform the tourism operators and potential tourists of the characteristics of the tourist product and the elements of the tourist services provided, ..., to develop a positive attitude towards the companies that provide travel services”. (Neacșu, Baron Petre& Snak, 2006)

Since advertising is a complex task, we consider it appropriate to bring into discussion several characteristics of tourism promoting:

- it's an ongoing activity, based on specific objectives, the duration of the tourist product advertised, the promotional budget allocated;
- it addresses all economic agents who are potential clients;
- it targets global objectives, such as: informing and attracting clients, improving the company's image;
- it requires messages issued and transmitted in different ways to the market agents.

Publicity is a very important technique in the promotional mix, used for achieving many purposes, among which:

- promoting products, tourist services and organizations;
- stimulating the primary and selective demand;
- increasing the efficiency of touristic enterprises.

The means or media preffered for sending the message in tourism are:

- written media: daily or weekly publications, magazines;
- printed materials: flyers, leaflets, brochures, guides, catalogues;
- exterior display: posters, banners, billboards, interactive panels for information and advertising;
- indoors displays;

- audio-video: movies, CD/DVDs, slides;
- television;
- mobile services;
- different items: napkins, calendars, clothing, stationery (mouse, pens, glasses, etc.)
- Internet: web pages, portals for information and tourism promoting, electronic maps. (Sasu C., 2005)

The modern informational technologies create new opportunities of advertising tourism and, in particular, on-line promoting tourist attractions and the big picture of our country to the foreign visitors. The Internet is one of the means of transmitting messages which „exploded” in the preferences and options of current and potential tourists.

The internet is an opportunity for tourism, because it offers:

- the possibility of preparing new services,
- extending on new markets,
- permanent customer interaction,
- attracting new categories of clients.

For each tourist agency, inn or agro-board, to develop the website and fill it in with information such as:

- tourist attractions in the area,
- recreational opportunities,
- cultural and artistic events,
- traditional celebrations.

One of the priorities of websites is the possibility of on-line booking, which is in the advantage of those offering tourist packages and of those benefiting from them.

II. TYPES OF TOURISM IN BUCOVINA

In Bucovina, there are a lot of forms of tourism, among which we mention:

- itinerary tourism with cultural aspects;
- transit tourism;
- tourism for hunting and fishing;
- tourism for horse riding;
- tourism for winter sports;
- tourism for congresses and meetings;
- tourism for rest and recreation;
- ecotourism.

Cultural tourism presents great opportunities of attracting foreign tourists by integrating cultural values. One of the special attractions of the area is the numerous crafting activities, such as:

- painting icons
- decorating Easter eggs
- wood crafting
- pottery.

In the villages of Bucovina, rural tourism finds favourable premises of development, and the rural areas benefit from a varied tourism potential. Tourism for horse riding is favored by two herds in Rădăuți și Lucina.

Tourism for winter sports is practised in the areas of Campulung Moldovenesc and Vatra Dornei counties. Extreme tourism offers excellent conditions for practising activities related to adventure tourism.

During the summer, there are hikes in the Suhard, Giumalau and Calimani mountains, and in the Dorna area, there are adventure activities, such as river-rafting, paragliding, climbing, etc.

Hunting tourism is practised all over Bucovina, due to extremely favourable conditions.

III. STRATEGIES OF PROMOTING TOURISM IN BUCOVINA AREA

The strategy of sustainable development of tourism both in Romania and in the Bucovina area aims to achieve a basis for increasing internal and international tourist activities that would bring cultural socio-economic benefits for Suceava county and its inhabitants.

In developing a development and advertising strategy for tourism in Bucovina, the starting point was the concept of sustainable development, a principle that underpins the whole economic and social growth in the Governing Program between 2005 and 2008. This concept involves ensuring an optimum balance between economic growth and conserving the natural environment, which needs to ensure a uniform development, capable to satisfy both current and prospective requirements, the main objective being the harmonization between the short term benefits of the business environment and the long term benefit of the entire society. It all started from creating a tourist Bucovina brand which would be promoted through a National Program of Marketing and Advertising. (Nedelea, 2015).

This strategy has clearly defined purposes and objectives, and the general objective is developing tourism in Bucovina area.

The specific objectives are:

1. Improving the tourist infrastructure in Suceava County;
2. Increasing the flow of tourists in Bucovina;
3. Ensuring sustainable use of natural resources and harnessing the ethno-cultural traditions;
4. Protecting, preserving and improving the patrimony;
5. Increasing the quality of services offered to tourists;
6. Creating a Bucovina tourist brand;
7. Promoting tourist projects with external funding.

The great number of tourists visiting Suceava every year is explained by the geographical location, the vicinity with Ukraine, Poland, Republic of Moldova, as well as numerous cultural and historical monuments. Altogether, tourism is a socio-economic phenomenon specific for modern civilization. Tourism is characterized by a national and worldwide dynamism, addressing large segments of population and responding to people's needs of health recovery, recreation and knowledge. Also, tourism brings together a vast material and human potential, with implications on the evolution of the entire society.

On a social level, tourism ensures access to the "thesaurus of civilization" and the beauty of the society, it facilitates the exchange of opinions, ideas, thoughts, therefore contributing equally to the intellectual development of the individuals. Economically speaking, tourism presents numerous advantages over other activity fields:

- added value in tourism compared to other branches in the field is superior, given the fact that the import of raw materials is insignificant;
- it mostly uses local raw materials, who are basically inexhaustible;
- it favours changing material and human resources into currency, un-exploitable otherwise;
- the course of recovery in tourism is advantageous compared to other branches, given the price of tourist products which is not loaded with packing, transportation, insurance and customary costs;
- it ensures a balanced development for all areas of the country, including those considered to be lacking attractive tourist offers. Tourism, from an economic point of view, is a consumer of good and a beneficiary of services.

The Bucovina tourist destination (Juravle, Sasu&Terec-Vlad, 2016) must be promoted efficiently as being "a unique place", both internally and on international tourism markets.

The need for sustainable economic growth reveals more and more the importance of elaborating and approving certain strategies, whose final objective resides in the fact that the natural and antropoc tourist potential of Bucovina should not be negatively affected by tourism, but rather protected for the sake of future generations. The tourism development strategies discover the deficiencies existing in the tourist offer of Bucovina, and it determines the strategies for eliminating them, as well as the organizations responsible for achieving the expected purposes. In this context, the main arguments which determine the need for tourism development, results from the following aspects (Nedelea, 2015):

- tourist resources are practically inexhaustible, and tourism is one of the few sectors of the economy with real long-term development perspectives;
- exploiting and complex valorization of the tourist resources accompanied by an efficient external market promotion, must be seen as a source of increasing the state income, thereby contributing to the balance of external payments;
- tourism is a somewhat a safe market of the work force, and practically it redistributes the unemployed from other restructured economic sectors;
- tourism, through its multiplying effect, acts as a dynamic element of the global economic system, generating a specific request for goods and services that rise an increase in their production field, therefore contributing to the diversification of the structure of national economic sectors;
- the harmonious and somewhat uniform development of tourism all over the territory contributes to the economic and social growth, and to the mitigation of imbalances emerged in different areas, also constituting an important source of increasing the population's income;
- tourism is a means of developing the rural areas, by expanding the area of the specific offer, and creating jobs in the rural area, other than the traditional ones, improving the living conditions and increasing the local population's income;
- while respecting and promoting the sustainable development principles, tourism is a means of protecting, conserving and valuing the cultural, historical, architectural and folklore potential of the country and regions. (Nedelea, 2015)

Bucovina, a territorial tourist unit, is projected as a dynamic model of development, and is integrated in the process of qualitative renewal by the concern over valuing, more and more, the rich resources it has. Therefore, in order to increase the ratio of participation in the Bucovina tourism to the economic and social

efficiency of Romanian tourism, we considered that amplifying all forms of tourism, the material background and the infrastructure are all very topical, and may constitute strands in the modelling strategy.

The strategy of tourist development in Bucovina aims to achieve an adequate basis for increasing the internal tourist activity in an integrated, balanced and dynamic way, which would bring cultural and socio-economic advantages to the area and its inhabitants.

In this regard, we mention the Strategy of sustainable development and promotion of tourism in the county, which involves (Bouaru, 2006):

- improving the tourist infrastructure (rehabilitation of tourist objectives that belong to the cultural and historic patrimony);
- rehabilitating the accommodation and recovery places;
- creating and improving the recreational facilities;
- developing a system of marking the tourist attractions in the area;
- developing the mountain tourism, etc.
- increasing the tourist flow in Bucovina through: a calendar of events, an inventory of all centers for tourist information;
- ensuring sustainable use of natural resources and valuing of ethno-cultural traditions through: involving tourism agencies in preserving the environment;
- protecting, conserving and improving the patrimony: establishing a list of tourist attractions that will receive funding for repair, renovation, restoration, modernizing, while identifying financing sources;
- increasing the quality of services offered to tourists, through: organizing trainings and preparation courses, preparing the staff with average training, adapted to the requirements of tourism;
- imposing quality standards for the tourist services offer.

IV. TOURISM – BETWEEN NEED AND RELAXATION

When an individual decides to spend a portion of his time in a new region, different from the one he belongs, he makes this choice based on several criteria: on the one hand, it is about the reason of their voyage, and on the other hand, there are considered aspects related to the people he will be spending that time with. When we talk about the need for spending a certain period of time in a hotel or pension, we need to analyse aspects related to: what is the reason for the journey (work, conferences, etc.), and the time spent there. Usually, work-related travelling is more formal, but when the individual chooses the location, they consider things such as: costs, cost-quality ratio, cleanliness, included services, such as: wi-fi, parking space, connections with other means of transportation. The majority of locations have these characteristics on their main web page, but there are cases in which the main page doesn't have them. Anyhow, the users of such services write comments on the other types of services included in the basic package.

V. CLIENTS DECISION: PENSION OR HOTEL?

The decision to rent a pension or a hotel is strictly personal, based on the type of personality of the individual. It is considered that pensions offer a more familiar atmosphere, while hotels are rather impersonal. It is well known that the pensions in northern Bucovina attract more tourists due to the religious tourism (Juravle & Spătaru, 2016) This type of tourism is given by the several centuries old monasteries in the northern area of Romania, which are full of history. Another reason for the tourism in Bucovina is the beautiful sight and multiple activities which take place both during the summer and in winter.

When facing the decision of choosing between a pension or a hotel, the majority of tourists go for the pensions (Apostu, 2012). There are pensions that offer a wide variety of services, besides accommodation, such as: swimming pool, gym, etc. Besides the overall familiar atmosphere of the pension, the owners offer a special attention to customers. As far as hotels are concerned, things are a bit different, as customer personal contacts do not apply. In case of hotels, clients are simple customers, so the relationship with them doesn't have to be personalized (Apostu, I., 2013)

VI. ETHICAL ISSUES IN ONLINE TOURISM PROMOTING

Any organization must emphasize the aspect of promotion. Although web pages offer the necessary instruments for great advertising, we mustn't forget that the emphasis is more and more on what clients say. Therefore, chatting with customers remains a good marketing strategy.

In the framework of marketing and advertising activities of different products or services, we must put an emphasis on ethics. Ethics is a way of behaving, a behavioural attitude towards the customers or business partners, especially in tourism. This is why we consider it adequate to discuss the fact that regardless of the organizational culture of companies (Terec-Vlad&Cucu, 2016, Terec-Vlad&Terec-Vlad, 2014) ethics must be

included. The trust fund offered to the clients makes them return, but this involves more than the apparently visible issues. The trust fund involves a company's values, hospitality, transparency, etc., and a behaviour adequate for potential situations (Voinea&Apostu, 2008, Apostu, 2016a, Apostu, 2016b, Apostu, 2017). Managing a tourism business is not simple, whether we're talking about families who own pensions, or companies in the field of tourism. On the other hand, there is the need for an organizational culture that would include ethics in the management activity.

Another aspect that should be brought into discussion is the fact that the values of the transmodern society have changed. If modernity is placed under the umbrella of Kantian categorical imperative, and the postmodernity was characterized by a centrifugal tendency, currently transmodernity focuses on the reconstruction of values (Trifu, Juravle&Terec-Vlad, 2016, Apostu, 2016c, Apostu, 2016d). If we initially start from the Kantian categorical imperative, we end up placing the emphasis on the responsibility towards the other and towards non-presence. The responsibility towards the other refers to the moral aspects of our behavior, the other being any possible person we could relate to, from the perspective of business partners or clients. Instead, when talking about responsibility towards the non-presence involves a moral behavior towards the non-present, towards those that will come. Non-presence can be composed, on one hand, of future generations, or individuals who didn't benefit from certain services and products, especially when talking about tourist behaviour .

The issues we're discussing when referring to Internet promotion of products or services can be connected to each company's responsibility on tourist activity, to achieve a more objective advertising of the product or service that is being put up for sale. On the other hand, rationally, each individual must justify their positive and negative reviews, when commenting on a product or service. These matters refer to responsibility, since a rational behavior, both from the provider of services and the customer, involves behaviours that should be in accordance with certain standards (Trifu&Terec-Vlad, 2014, Terec-Vlad, Trifu, 2015).

VII. CONCLUSIONS

Bucovina is a special tourist destination and an area of great international interest, due to its cultural, historic and religious patrimony, its natural environment of great landscape value. The exceptional tourist potential of the area offers the possibility of increased tourism development, a sector which may constitute a source of economic development, significant in the following years. In order to attract more tourists in the area, it is necessary to propose certain objectives and strategies that are important for the development of Bucovina tourist area. Given the fact that this area has an increased tourist potential, many forms of tourism can be practiced over the years. The advertising should be both on-line, through web pages, as well as through other means of promotion, already existing in our country. We know that Bucovina is acknowledged both nationally and internationally due to the "chain" of monasteries in the area. The tourists are attracted both by the variety of the landscape, and the hospitality of the locals.

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