

## MRKETING IN BUCOVINA. DESTINATION FORM FAMILIES

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**Abstract**

*Traditionally, the tourist destination is regarded as a well-defined geographical area and, from the point of view of a product, the tourist destination is "a set of services and facilities materialized in the specific environment of the natural and artificial factors of attraction and tourist facilities, which are components of the tourist offer and can exert a positive attraction on the tourists" (Snak O., 1999).*

*In the modern sense, the tourist destination is perceived as the experience acquired by the tourist as a result of consumption (Ispas, A., Tourism Marketing, 2011)*

*In order to practice the tourism activity, it is necessary for it to be in harmony with the environment. The development of a tourist destination must be a process of continuous development, considering the dynamics of the tourist market. Any tourist destination must adopt sustainable development strategies.*

**Key words:** marketing, destination, family, tourists, strategies.

**JEL Classification:** M30, M31, M37.

**I. INTRODUCTION**

Marketing is a discipline that was developed in the last century in the United States of America. If initially marketing was a way of studying the market, today it has become a stand-alone discipline. Among the most relevant definitions, we mention:

- Marketing is consumer-oriented and studies the organization and its relationships with the environment (Bussey, 1991);
- Marketing encompasses a whole system of economic activities related to programming, pricing, promotion and distribution of products and services designed to meet the requirements of current and potential consumers (Stanton, 1981);
- Marketing is a human activity oriented towards the satisfaction of needs and desires through the exchange process (Kotler, 1999)
- - Marketing is a managerial process that is responsible for identifying, anticipating and satisfying customer requirements in a profitable way (Verstage, 2005)

The concept of marketing is a difficult concept to define, as it implies social, psychological, economic, etc. aspects.

The society we live in - considered to be a postmodern, transparent society (Lența & Cormoș, 2012) etc., has undergone many transformations over time: new technologies have emerged, that have imprinted on the individual's computing, new workplaces have appeared, while others have disappeared, persuasive technologies and ways to influence the consumer, market, demand-offer ratio, etc. have emerged. On the other hand, assisted medical reproduction techniques, technologies for enhancing cognitive and moral performances (Terec-Vlad & Terec-Vlad, 2014, Terec-Vlad, 2015), and the concept of family has undergone major changes (Vlad, 2017) .

Many aspects have become symbolic, such as power, violence, etc. (Lența & Cormos, 2012; Lența, 2014, Lența& Cormoș 2017). In the context of postmodern society, which is characterized by confidence in the metanarrations of Modernity, the concept is deconstructed, just as the idea of man (including necessities, etc.) has been deconstructed.

Marketing, communication and advertising apply to all fields, whether we are talking about socio-human sciences or fixed science. Today we are talking about: political marketing, religious marketing (Juravle (Gavra), Spataru (Pravat), 2016).

Regarding the marketing in Bucovina, especially in small firms, the best strategy is the word-of-mouth, but also the evaluations of the clients on the official web page, booking, etc. In order to attract as many customers as possible to Bukovina, a series of national campaigns were carried out, that drew attention to the place, the landscapes, the hospitality of the people, etc.

Bucovina is the perfect destination for families with children from Romania and abroad, given that this area of our country offers many tourist attractions, monasteries, picturesque scenery, etc. In this article we will

analyze the marketing strategies used to convince families with children to spend their holiday in the Bucovina area.

To begin with, we must mention that the contemporary family cannot be likened to the traditional one, especially from the point of view of postmodern values. The postmodern individual is a busy individual who prefers to spend quality time with his family, and this can be achieved by taking trips to other areas of the country, away from the everyday routine. The postmodern family, as characterized in the literature (Apostu, 2017, Apostu, 2016a, Apostu, 2016b, Apostu, 2016c, Apostu, 2013) is different to the traditional family in all respects: the woman is no longer seen as being a housewife, on the contrary, she divides her time between family, career, etc. For this reason, the postmodern couple needs to escape, away from home, to spend quality time with their loved ones.

For the postmodern family, choosing a destination is difficult, given that our country offers many beautiful, picturesque, attractive places, etc.

## **II. MARKETING FOR FAMILIES WITH CHILDREN**

Marketing strategies have improved with the advent of the Internet and social networking. Information about a particular destination can be found in Internet pages, forums and discussion groups. Many times, marketing strategies target children, because parents often fulfill their whims. Marketing for children is a specific form of marketing, given that they are often minors. Building a perfect image and a perfect frame is often hard to do, and marketers have to come up with innovative ideas to attract and seduce.

When the child becomes the marketing target, strategies are more refined, given that:

- the child consumes
- he/she influences the adults' buying process
- the child will become an adult, and the commercial reflexes have to be incarnated since early age

(Muratore,

Advertising ads actually show family symbols: all family members are happy, they visit beautiful, new places, the landscapes appear in a sunny, warm light, etc. Relaxation parks and places are addressed directly to children, but also parents, given the fact that they also think of the little ones, how they spend their holiday time.

Another aspect that draws attention is how the Bucovina area is highlighted, as a fairy-tale area, filled with history, and so on. In our opinion, a nice way to spend time is to visit the monasteries in the Bucovina area, monasteries built centuries ago, which would have a great symbolic and historic load. Children will be taught to admire culture, accumulate knowledge of history, etc.

## **III. MARKETING AND SEDUCTION FOR FAMILIES WITH CHILDREN**

Marketing (Nedelea, 2003, Nedelea, 2013) should take into account the evolution of new technologies, of social networks that are increasingly fashionable. An individual who wants information about a particular location, product, etc. searches for information on the internet, social networks, forums, etc. Marketing also plays a role of seduction. Considered to be part of the transactional marketing category, it is based on seduction and propaganda and depends on the passive, hypnotized (Orzan & Orzan, 2004) receptor. We believe that seduction is achieved through discourse, advertising speech is considered to be a concrete presentation of a product that has the role of convincing the public of its usefulness. In most cases, a number of socially accepted expressions are used to convince or seduce the audience. The discourse seeks to convince others. As far as the seduction of children is concerned, research on their behavior, preferences and expectations is required, and research is often troublesome because it is quite difficult for a child to respond to a survey or any other research technique.

For children, commercials contain animations, humor, triggering their intelligence. Animation is closely related to generating surprises, exaggerating, creating fantastic situations, etc., because animation sparks amusement. The physical humor is one of the most effective forms: caricature, situation humor, surprise, and, as far as adolescents are concerned, they are challenged to appeal to cultural or general, sarcasm, irony, etc. This form of marketing is one of the most popular. Parents of children also play an important role, given that, according to children's preferences, they may prefer a toy, a book, food or a place to spend their holiday.

We consider that marketing in Bucovina can be done relatively easy, given the fact that Bucovina is a picturesque area with many attractions both in terms of history, geography, culinary specialties, etc. Spending time with loved ones is an objective of families, especially nowadays, given that parents are increasingly busy and often see their child one hour a day or less. This is an opportunity to convince them that in the Bucovina area, one can feel very well, that the locals are welcoming and hospitable people.

We have previously stated that marketing for children is difficult to achieve, but in this direction we can

resort to the seduction of parents. There are pages that are promoted through social networks, discussing holidays in Bucovina. Of course, at country level, they were promoted through: Easter in Bucovina or Christmas in Bucovina.

#### IV. ETHICS IN THE MARKETING ACTIVITY

Compliance with ethics is one of the main aspects of marketing. In the process of generating new ideas, there is the question of ethics of ideas, namely whether the product advertised is in accordance with the needs of consumers and the interests of society.

Ethical issues / dilemmas often arise when it comes to the pricing policy. The perception of price fairness is governed by the belief that firms are entitled to a reasonable profit; and the consumers are entitled to a fair price (Vrânceanu, 2007). Vrânceanu states that in line with the principle of dialectical rights, price increases should not be made arbitrarily or simply to increase profit, but they must be based on the increase in the cost of the product. "Fundamental to this principle is the notion of fairness of the transaction as to the extent to which the costs, or the benefits of a transaction, are proportional to both parties involved (Vrânceanu, 2007). Another important aspect is related to the 4 E, but also to the responsibility for the Alterity. (Trifu, A., Terec-Vlad, L., 2013; Terec-Vlad, 2016).

From the perspective of ethics, we believe that marketing in Bucovina must be based on ethics, and those interested in attracting tourists to Bucovina must take into account a multitude of aspects that are important for both tourists and those who offer such services.

#### V. CONCLUSIONS

Based on the analysis, we consider that parental seduction must be one of the marketer's goals. Advertising is the one that influences them, but we can not fail to remember the myths, images, frames that are most often perfect.

Our point of view with regard to children's marketing is that this must be done with great care, given that any error may entail consequences, considering that not any kind of language should be used, background music must be age appropriate, and with regard to the succession of images, it must be coherent, attract both ...adults and children.

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