

FOUNDATION OF COMMUNICATION STRATEGY FOR NORTHERN DOBROGEA TOURISTIC DESTINATION

Phd. Student Maria Roxana COSMA¹, Phd. Professor Alexandru NEGREA², Ph.D., Assistant Professor Pavel STANCIU³

Abstract

This paper deals with current trend in marketing communication strategy and their application in the tourism field. The communication strategy is the communication range of missions and objectives on the one hand and on the other, there are means, essential policies and plans to achieve them. Effective communication is characterized by the existence of a vision in order to describe its clarity of purpose and direction; it refers to the ways of integrating communications within business issues and assumes a causal relationship between the communication activities and goals of a given tourist destination. Moreover, the area of research presented in this article is represented by North Dobrogea, with a focus in determining the main steps in putting the foundation of a communication strategy in touristic field on this geographic area.

Key words: communication, marketing, Northern Dobrogea, strategy, tourism

JEL Classification: M37, Q21, Q22

1. INTRODUCTION

The communication strategy must support the strategic choices described above. Varied tourism product, with its strengths, must be made known and also have created an image among the target groups concerned. This image should be developed through a targeted and efficient communication policy.

In developing the communication strategy starts from the tourism marketing strategy intended purpose, taking into account the following:

- General marketing objectives;
- Targeted market segments to promote tourism destination;
- Positioning of destinations and tourism products offered by its characteristics and advantages compared to other tourist attractions;
- Other variables of the marketing mix;
- The budget allocated to the various marketing activities and distribution of each element of the marketing mix, namely the instrument of promotional mix.

Steps in establishing the communication strategy in North Dobrogea

Steps to be taken in developing communication strategy related tourism destination North Dobrogea are:

¹ The Bucharest University of Economic Studies

² University Ovidius Constanta

³ "Stefan cel Mare" University Suceava, pavelstanciu@gmail.com

- 1) Analysis of the North Dobrogea tourist destination that takes into account: the characteristics of the tourist destination (history, turnover, profit, market share, overall objectives in the short, medium and long term, the organization of marketing, etc.);

The tourism sector represents for Northern Dobrogea, the activity that can increase the most this area, which has the potential for sustainable economic growth. Studies show that (data taken from the INS / online tempo) in recent years, increasing employment of labor in the tourism sector in this region has been much greater than in other sectors.

The Danube Delta is a special destination by its characteristics (World Heritage Site), one of the most important tourist regions of Romania, the original landscape (relief, water, vegetation, fauna, population and settlements). Finding the right balance between an autonomous development of the destination Danube Delta and environmental protection, on the one hand, and the development of a competitive economic activity benefiting the local communities, on the other hand, can be a challenge for local government. However, initiatives developed in partnership between the local authority and private agents have confirmed that tourism can develop, more than any other economic activity synergies in close interaction with environment and society, because the development of tourist destinations is bound of their natural environment, cultural distinctiveness, social interaction, security and wellbeing of local populations. These characteristics make tourism the driving force for the conservation and development of the destinations.

In January 2006, Tulcea County Council - public authority - has set as a priority the need for a study on evaluating opportunities of tourism in the county and to this end have been decided budgetary allocations, tourism is considered the foundation of economic development of the county Tulcea.

Tulcea County population counts approx. 250 640 inhabitants (1 July 2007), of which 50.7% live in rural areas. Of the total area of the county, nearly half (4,470 square kilometers) is occupied by wetlands consist of the Danube Delta and Razim - Sinoe.

- 2) Establish communication objectives

From this point of view, communication objectives for the destination of North Dobrogea, the results should aim toward which his actions strategy. REBU always taken into account the following:

- inform - through awareness and better knowledge of tourism (using modern means of communication- advertising, web-sites, partnerships);
- motivating - by changing consumer attitudes (using fairs seminars, workshops)
- stimulate taking an attitude / action - Vedra stimulating consumer product purchase, or recommend for some pleasant experiences in the Danube Delta (generally use promotional campaigns)

- 3) Define / inflation target communication

The target groups for communication strategy aimed at:

- *consumers* constitute the main target of the company's communication approaches. As the specialists say companies should wake up to reality and understand that they have a new head, the customer (Kotler, 2004, p.14). Orientation communication strategy must pursue and organize customer information and using them in different ways. Based on this definition we can say that consumer orientation, can become an extremely profitable orientation for promotional strategy.

- *government authorities* involved in the development of North Dobrogea area: Tulcea County Council; Danube Delta Biosphere Reserve; Romanian National Commission for UNESCO / Romanian National Committee "Man and Biosphere", Ministry for SMEs, Trade, Tourism and Liberal Professions; local and regional representatives of the Ministry; Ornithological Society in Romania - Branch Tulcea Institute of Eco-Museum Tulcea City Hall Tulcea - Danube Bureau, the mayor's offices in whose territory tourism activities - 2 representatives (one for the Danube Delta and one for the continental County) Chamber of Commerce, Regional Development Agency - Office Tulcea
- *NGOs and associations* (World Wide Fund - Danube-Carpathian Programme, the International Association "Friends of Nature" and its subsidiary in Romania, Delta Tour Prom Association; ANTREC;
- *Investors*
- *Economic agents in the tourist area* (hotels, guesthouses, restaurants, campgrounds, travel agencies).

These actors are targets of strategy and communication strategy must be developed so that their needs for leisure and development (travel agencies), to be included in this strategy.

4) The media choice and budget allocation.

Media choice is made taking into account factors such as type of product, sales volume, product life-cycle management, geographic concentration degree of demand, distribution strategy, etc.

The communication strategy must be developed based on three elements: the sharing and target groups, communication objectives and communication tools. Particular attention should be paid to integrated marketing policy geared both to visitors and to the entire tourism sector. Key activities include communication activities planned in a coherent manner depending on market positioning.

To develop promotional strategy, the promotional mix instruments, which should be fully utilized to promote the tourist destination North Dobrogea.

Below we have created a model plan for implementing the policy of promoting the tourist destination of North Dobrogea, whose main purposes:

- Helps improve coordination and the establishment of best practices in policy to promote tourism destination;
- Develop a program of public consultation;
- Share information necessary decisions about the County governing board, on tourism;
- Provide information about the County Council decisions, decisions that help maintain attachment to the tourist destination of different categories of stakeholders;
- Promote best practices in promotion;
- To facilitate access for different categories of interest to information about Northern Dobrogea
- Implementation of promotion plan;
- Ensure implementation of a strong identity;
- Provide support for media relations;
- To ensure support for the promotion, strategic partnerships.

Promotion Plan assessment, improving integrated development strategy and ensuring flexibility in terms of changes in economic and financial environment requires measurement of

achieving the objectives. Based on these evaluations to determine or improve budget promotional activity. We have established several indicators that I considered significant:

- The number of people visiting the site and tourist destination forums about North Dobrogea in a year;
- The weight categories of interests that believes that their proposals are taken into account in compiling the strategy of development of the tourist destination of Northern Dobrogea;
- The share of development stakeholders to promote integrated plan;
- The weight categories of interests that feel well informed about what is happening on the tourist destination;
- The share of people with direct access to information about the tourist destination without resorting to the help of other persons;
- The percentage of data that can be provided by the County Council;
- The proportion of interest categories that are satisfied with how it is promoted in local media;
- The number of media appearances;
- Share of categories of interest that is deemed sufficiently promoted tourist destination on the tourism market.

CONCLUSIONS

In conclusion substantiate the marketing strategy for the destination of North Dobrogea in marketing vision, means:

- Polling Reviews, identifying their needs, preferences research potential tourists, type of tourism that which they prefer in Northern Dobrogea, but also the destination for this tourism demand analysis;
- Design based on research previously presented products that can be offered to tourists, taking into account the needs identified;
- Establishment of prices taking into account the availability tourist destination, seasonality;
- Preparing the market for promotion of tourism products and services through intense action to promote both North Dobrogea destination and the travel agents in the area;
- Tourism products distributed for this tourist destination to be associated with adequate transport services, information, to meet the full needs of tourists;
- Study tourists' satisfaction and attitudes of tourists to this tourist destination to tourist services and the creation of tourist products and services tailored to the needs of tourists.

Harnessing natural resources, human, material and financial, as well as a marketing strategy appropriate to highlight all of these resources can boost tourism in Northern Dobrogea, which found and presented official statistics.

The huge potential it holds unique Northern Dobrogea generated landscape can create prerequisites for sustainable tourism development in this area.

REFERENCES

1. Borden Neil H., "The concept of the marketing mix", Harvard Business School, valabil la http://www.guillaumenaicase.com/wp-content/uploads/2013/10/Borden-1984_The-concept-of-marketing-mix.pdf, accesat la data de 20.05.2016.
2. Florescu.C - *Marketing*, Editura Independența Economică, 1997, *op.cit* pg 177
3. Istrate I., Bran F., Rosu A. G., – "*Economia turismului si mediului inconjurator*", Editura Economica, Bucuresti, 1996.
4. Kotler, P. și Armstrong, G. – „*Principiile Marketingului*”, Ediția a III-a, Editura Teora, București 2003
5. Kotler .P- *Marketing de la A la Z*- Editura CODECS- București, 2004
6. Manu F.A , Sriram. V, *Innovation, marketing strategy, environment and performance*, Journal of BusinessResearch, vol. 35, 1996, p.79
7. Mintzberg.H, *Ascensiunea și declinul planificării strategice*, Ed. Publica , București, 2008
8. Nițu. M, *Turismul in Delta Dunării*, Editura Sport-Turism, București, 1982
9. Popescu.I.C – *Comunicarea în Marketing*, Editura Uranus, București, 2001
10. Porter. M , *Avantajul concurențial*, editura Teora, București, 2001
11. Snak. O, Baron.P , Neacșu.N- *Economia Turismului*- Editura Expert, București, 2003
12. Stăncioiu.F- *Strategii de Marketing turistic*- Editura Economică,București, 2004
 - *Anuarul statistic al județului Tulcea* 2015
 - *Delta Dunării - ghid turistic*, Editura de InfoMax Tulcea , 2006
 - *Ghidul turistic al României*, Editura Publirom, 2004