

TOURISTS TRUST MANAGEMENT BY IMPLEMENTING AN EFFECTIVE MARKETING OF TOURISM SERVICES

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Abstract:

The heads of marketing can use the tangible representations except for some or for all these roles, depending on the concrete conditions in which the enterprise prestators unfurls the activity. Without is excluded reciprocally, these roles comprise: the formation of the bonus impressions; confide in the management of the firm of touring; the improvement quality touristic services; the of a change images; the stimulation of the pick-ups; the socialization employees. Were efficient, these roles are due to is concordantly and to support the strategy of undertook of touring.

The touristic services differ fundamentally of good by reason of, in forerank, intangibility. In substance, the intangibility expresses the fact that these be seed, taste or feeled were purchase. If good a material he is an object, the touristic services is, in substance, an activity. In this context, the immaterial nature services has important implications about the way in which the customers in the forms the impressions and take the decisions of purchase.

Keywords: *tourism services, intangibility, marketing, decision, enterprise prestators.*

JEL classifications: *M40, M41*

1.Introduction

The efficiency marketing in the area touristic services depends, largely, of gestions of the confidence, because the customer is due to purchase a services ante try on complete. Most difficult appearance of marketing in the area services is caused as a matter of fact that undertake of touring sells a number of which promises shall be realized sometime, in future. The role tangible representations is, in this cases, enlarged the confidence potential customers in the promises does and of it's cozens into adopt a favorable behaviors of the enterprise. G. Lynn Shostack [1], one among the american theoreticians in the area services, assert: Good a tangible self-defined, a services don't. The customers see a services, but I can see diverse tangible associate elements services. They see the advantages offered of this: The equipment, the another employee customers, list of prices etc. All these tangible elements offer informations about the intangible which services traces to is delivered.

Because the customers shall apprehensible a services on which see, you to know what buys took a decision with this end in view, they tending to grant a big attention tangible representations ale services. In report with the kind in which used these by-patnes indexes have the tangibility transmit a series of informations, more or less complete, about a certain services. But that I am good these administrations representations can transmit mistaken prompts about services, decreasing seriously the effect strategy of marketing affiliate. If I am good administrations, the tangible representations can offer correct informations customers, assuring a favorable frame development of the demarche of marketing. The problem if the customers shall perceive the indexes tangibility services delivered. The majority customers, most the cases, you does it. The problem is if they shall perceive correct these indexes, directional or nondirectional.

The *concept of directional the tangible* proofs new. About 1973, Ph. Kotler write about „atmosphere” instrumentally of marketing, proposing “the conscious projection of the environment in which materialization a services created a certain perceptions customers”[2]. Shostack entered the concept of “*gestion the tangible proofs*” in the 1977 when assert: “the marketing produced tends to grant a primordial importance realization of abstract associations. The specialists in marketing services, but then, I burn be due to I centred in the growth and the differentiation realities through manipulate tangible indexes. The gestion the tangible proofs becomes priority for adept in the marketing servicess [3]

L. Berry else trenchant in 1980, asserted “prime a responsibility for adept in the marketing services is of

the gestion the tangible representations so that to is receptionate accordingly the signal about services” [4].

In year 1985, Upah and Fulton entered the concept of “create the situation” wherethrough they apprehend the average physical projection caused the attitudes and the desirable behavior in the time of the contact with the services delivered [5].

What tangible representations use the customers for a maul good a touristic services? What tangible representation burn be due to is gestione of adept in marketing? The specialists propose three categories of tangible representations: the physical environment ambiental, communications and the price.

Julia Baker developed a subservient to illustrated the nature and the importance facilitations of physical nature there where am state touristic services. The physical environment in which is delivered the services is consisted of three categories of factors: factors ambiental, design and social factors.

Factors ambientales represent conditions ambiental wagons exist below the level consciously immediate and which arrest when don't exists or am unpleasant. The quality of the air: the ventilation, the noise, the cleanness.

The design is adverted to the visual cardinal stimulate which probability were visualized of customers is much more than one the factors ambiental. Aesthetical factors: the functional factors (the arrangements).

The social factors are adverted to the human average physical component ambiental the customers and personal prestator. The influence the factors ambientales are, of habits, consider accordingly, their influence be in way particularly neutral his negative. Scilicet, consciously the factors ambientales of to customer challenges more changes decizion of purchase than this stimulation. For instance, a customer shall avoid namely a restaurant wherethrough is a noisy.

The design puts the mark as much about frame in which provider the services the architecture, the style etc. Quotient and about the perception of the customer against on duty spent stat (ex. the of a comfort rooms of hotels).

The social factors have a different pact about the behavior of the customers.

The number, the appearance and the behavior they customers, on aside, and ale of the personnel prestators, but then, he influences standards of expectation ale customers. Toward example, the of a another observation dissatisfied customer or of a waiter with the disordered dress offers the of a image the which restaurant don't shall breathe in confidence.

He represents an another category of representations tangible proofs about a certain touristic services. The communications can be esoteric of the enterprise of oneself his touring of another interested elements, such as the agencies of publicity. The prompts adrese customers are delivered in a variety of average and impact them can be elder his less.

From the way of establish the as far as price advertising, from the verbal communication with the as far as customer the promises does from the credential of as far as personal limb these prestators different communications transmit the indexes about services, perception positive his negative of customers.

2. Intangible nature of services and profound implications on how customers form their impressions and taking their buying decisions

The enterprise in charge touristic which direction in efficient ways communications with the customers succeed this thing through the accentuation tangible existing his representations through the creation we. These representations do as much the services, quotient and the prompt, the tangible maul.

Tangibility touristic services reflects the possibility of accentuate the physical nature and therefore of does any the less a proper technique with this end in view represents it an accentuation in communications of a tangible associate elements services as if they burn constitute the services.(Ex. the accentuation endowments of the room of hotel).

Tangibility the prompt consists in the encouragement verbal favorable communications. When I risk the of a certain choice of the services is big, the customer shall be extremely alive to the verbal appreciations ale they customers, in order to orientated in the process of take the decision of purchase. This is and the reason for which a customer prompts, frequently, seem they consumers ante a touristic destination, a hotel, a circuit etc. The specialists in marketing utilizes the inclination customers for the verbal communication. More, many undertake prestators from tourings use the comments satisfied customers in their advertisings.

Last at last, a last method of tangibility the prompt presupposes the use creative tangible representations in advertising. In these these case, the specialists in marketing are due to does the prompt of less abstract still more credible advertising through the use tangible representations.(Ex. which images to suggest the of a peculiarity resorts).

The specialists in marketing by-pathes extremely concern in the settlement of the price because this is alone the element of mix of marketing wagons brings the profits, all they elements compose costs. Yet, the price is important and for an another reason: The customers use it right sign for form an opinion about about the

desirable services.

The price can enlarge the confidence customer in his services can cause her loss. Also, the price can raise the level expectations customer is expensive, he means that the services much more or he can it come down have what paid the settlement corrects the prices represent a demarches extremely an important in servicess by reason of their intangibility. The price becomes, in this context, a basic indicator of quality services. When the prices are too little, the customers become suspicious and put the question why the respective services is so cheap.(Ex. In the of a case the restaurant, the consumer is can asked if prepares are freshly or used prime matters of doubtful quality).

Undoubtedly as the except the presentation of the guys of tangible what representations must gestiones of an enterprise of touring sufficient. In equal measure is enforced the emphasis of the role on these tangible representations have it in of a practise efficient marketing. In certain ways, the primordial role of gestiones tangible representations is proped up operationalized of the strategy of marketing, adopte of the touristic enterprise prestators. In the of a development strategists of marketing the specialists burn be due to directs to, in chief, the way in which gestions of tangible elements can transmit the employees and customers a mental representation of the strategy and the way in which the enterprise want to is perceived his services.

The idea thitherward tangible representations for personal prestators, and for customers, can seem any the less usual. Yet, she is extremely the importance if direct to the fact that personal prestators don't just sells and delivers the services, for many among personal customers prestators presenting the oneself services. Therefore, the personnel prestators is due to has a mental correct representation about the what services shall be state, and this thing depends on the way in which responsible of marketing gestion the tangible representations.

All they potential roles ale tangible representations are due to conduce to the achievement of main role: the one of prop up the strategy of marketing.

The heads of marketing can use the tangible representations except for some or for all these roles, depending on the concrete conditions in which the enterprise prestators unfurls the activity. Without is excluded reciprocally, these roles comprise: the formation of the bonus impressions; confide in the management of the firm of touring; the improvement quality touristic services; the of a change images; the stimulation of the pick-ups; the socialization employees.

Were efficient, these roles are due to is concordantly and to support the strategy of undertook of touring.

The formation of the bonus impressions. The tangible elements can gamble a roles extremely an important in influences which customers have a little his experience voidness relate. Related to the services state of a certain enterprise. In the of a another absence informations about a services, the customers grant a big attention of tangible elements.

Jean Charles Chebat, teachers to University from Quebec, supports: With how much the customer is else experienced, with as much he is less responsive to the tangible representations [6] (Ex. An which tourist travels in frequent ways).

Gestion the tangible elements of the play, also, an important role in *perceptions quality services* of to customers. The tangible representations constitute a size process a services for instance, the customers do appreciations about quality of tangible elements before and temporally scroll of the process of stare.

Through these partnership tangible elements which they have it a customers against a services, the head of marketing has the possibility developed another sizes ale quality services image quality. Through image quality has not to the indispensable meaning an expensive his elegant services. She reflects the attention granted the elemental elements, such as the cleanness, the order, the close relations and friendly with the customers. Also, the image of a quality services is determine of the use accordingly tangible representations in concordance with the features market target and with the strategy of marketing adopt.

Breed the quality through the use of tangible elements, presuppose the charterage of the attention and they else little details, which concurrently can them consider unessential.

As a matter of fact, just the visible details can transmit the customers a prompts a strong maul about a certain services, contributing, in many actually situations to this differentiation.

The of a change images. Gestion tangible representations constitute the demarche on the strength of whom undertake prestators in charge which want, can to change the image. The change of the image is as a matter of fact a provocation, because she involves the change of existing attitudes, don't just bring little a new.

The intangibility services personalizes this provocation. Without a tangible product, carry to is the central bearer of recently the prompt, the head of marketing is due to lost, another tangible which representations to carry out this roles. The words saied of habits sufficient made sure the customers that undertake don't else is Y, but now he is X. The prompt change must visualized and this is the role tangible representations.

The supply of sensory. An another cardinal stimuli potential role of tangible representations is confereed the strategy of marketing adoptate a pleasant cover, carry to incite the customer. The heads of marketing wagons use the tangible representations elated, carry searches the novelty so that incites the experience of consume the customers, offers the demarche of operationalized the strategy of marketing a favorable frame. In this case, be

due to I used portentously: to propose the customer the disengagement from boredom and monotone, and for this services must looked as a show, and the process of stare as the a piece scenical. The architecture can be a valuable source for the of a committal strategists of marketing baze on sensory stimulations, but isn't self or, in necessary ways, isn't most he completes this source the support. The architecture represents the image outside, but she must complete of the atmosphere inside, of the appearance and the attitude employees and, don't in last rows, of the quality of the relations among prestators and customers.

The socialization employees. The services are intangible for employee, in same measure in which they I am and for customers. A method proped up the strategy of undertook with help tangible representations, consists in the assurance that these conduces to the of a formation mental images correct services for the which engaged concerned in by-pathes the process of stare.

Through gestion of tangible elements, the heads of marketing have the possibility of it's learn on engaged the many maul about the services delivered and the benefits on which this brings them the consumers, influenced the behavior employees on the time the state services and of show them the preoccupation of the management for good the living and their comfort to the place of labor. All these demarches are due to materialized in a programs of marketing interns, wagons to have as the aims the growth of the degree of involve personal prestators in the of a supply reliable services.

3. Concluzions:

Gestion tangible representations represents an incumbent on demarches of a practical efficient marketing in the area services.

Through gestion of tangible elements, the heads of marketing have the possibility of it's learn on engaged the many maul about the services delivered and the benefits on which this brings them the consumers, influenced the behavior employees on the time the state services and of show them the preoccupation of the management for good the living and their comfort to the place of labor. All these demarches are due to materialized in a programs of marketing interns, wagons to have as the aims the growth of the degree of involve personal prestators in the of a supply reliable services.

This the demarches helps it on consumers to understand better what buys why burn be due to does it. In this context, central role of the administrators tangible representations is propous up the strategy of marketing adopt of the on duty enterprise.

The which conclusion is detached is obvious: The prices transmit informations about the services stock of an enterprise of touring as the physical averages ambientale and communications materializations of these with the customers saddles. The settlement corrects the price in the area services is else the importance than the interest enterprise obtained a how much elder profit she is, also, a problem with strong implications in the conduction of the informations about the qualitative level of services delivered. In this context, the specialists in marketing considers the price, in natural way, as on a tangible representation touristic services.

Also, the efficiency marketing in the area touristic services depends, largely, of gestions of the confidence, because the customer is due to purchase a services ante try on complete. Most difficult appearance of marketing in the area services is caused as a matter of fact that undertake of touring sells a number of which promises shall be realized sometime, in future. The role tangible representations is, in this cases, enlarged the confidence potential customers in the promises does and of it's cozens into adopt a favorable behaviors of the enterprise.

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