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## **National policies and public marketing for cultural tourism destination**

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**NATIONAL POLICIES AND PUBLIC MARKETING FOR  
CULTURAL TOURISM DESTINATION**

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***Abstract:***

*Tourism and traveling industry represents, at international level, the most dynamic economic sector. At the same time, the most important job creator and a source of national economies recovering. Being a complex activity, tourism industry is putting together the efforts of a lot of economic entities - public and private, national and transnational - each one is contributing to the development of the tourism area they are interest in. Their activity must not take into consideration only on the spot effects they should count on a medium and long term planning able to assure a sustainable development of tourism destination.*

*The tourism it selves could not be appreciate a “good” or “bad”, “positive” or “negative” but it consequences, very spread, could be evaluated so. During the last years it becomes more evident that the ethics in tourism should be taken into consideration as a component of tourism sustainable development. From this point of view it is necessarily to pay more attention to the quality of tourism products so that should offer in the same time “the perfection of the taste” and “the taste of the perfection”.*

*It is a true challenge for all marketing specialists to find out WHY the customer is choosing something in place of another, creating a dynamic of choose related with: analyzed market structure, brand position on the market, product development.*

As unanimously accepted, the economic potential of tourism is impressive. The benefits that could be brought about by a sustainable tourism cannot be passed over in any elementary marketing planning aiming at their maximization, taking into account that the tourism is a powerful tool of development that has a natural synergy with the concept of sustainable development. In fact, the tourist marketing is based on the consumption of data and models regarding bookings specific to the consumers of this type of sustainable human development and their research (regarding preferences, behavior, satisfaction and loyalty to a brand) that form the key requirement for the development of tourist product and the tourist marketing campaigns advertising the proper brands.

Any research of tourism in a certain area has to take into account the interdependence of the markets. This fact means that no tourist market can be judged independently, without connections with the other markets. The tourist research is constantly under pressure, on the one hand, from the competition, and on the other hand, from the market, economic, but also extra-economic factors (inflation, economic, politic geostrategic situation etc.).

For any marketing specialist it is a real challenge to find out why a client chooses something and not some other thing, always being a certain dynamics of options that is in connection with: the structure of the analyzed market (size, elements, competition configuration, relevant marketing factors); the positioning of the brand (image,

communication, efficacy, impact); the product/service evolution (identification, testing, optimization of the successful ones).

The economic, social, politic context in Romania after 1990, was not proper for the development of the Romanian tourist industry. Even more, in accordance with the expert conclusions in the field, the effects of transition to the market economy determined a regression of tourism and other industries. So, the international tourist demand diminished as a consequence of multiple causes, among them one can list: the low qualitative level of offered services, lack of diversity of the tourist programs, low level of leisure alternatives, etc.

At present, the Romanian tourism is in a state of deep quest and changes, this fact being motivated by the concern to be competitive in an unique European market.

The increase of Romania's peoples income, seen in the increase of the life standards, the infrastructure development, informatization, the improvement of the tourist services quality, the existence of strong promotional programs for the internal and international tourist targets, represent the premises of the expansion of the national tourist industry. This fact has its contribution to the development of the whole national economy.

The national policies and the public marketing of the destinations have to point at the measures regarding the travel agencies supply, more intense activities of promoting the offered products, using in a larger way the modern tools of promotion, as the internet. These all would get to a better information of travelers about the tourist services: accommodation conditions, costs, leisure and entertainment possibilities, spa care possibilities, conditions and way of booking, payment of the tourist services.

There is a need to resize the rate between the quality and the price of services, so as the high prices to bring about a justified quality of services.

The adopted policies have to induce a deeper concern of the tourist agents for enriching their offer by introducing packages of tourist products, sized by the motivation profile of the traveler.

Romania's policies should aim at promoting a positive and real image of the tourist destination, for all categories of tourists.

Prior objectives for working out tourist strategies and projects have to count on criteria of sustainability, meaning that they should be ecological correct and viable on long term, also from the economic point of view, ethically and socially for the local communities and for the national development.

As a powerful tool of development, the tourism can and might contribute actively to the sustainable development strategy. One of the main requirements of a sound management of tourism is that of assuring the sustainability of the resources it depends on.

Under these circumstances, the prime objectives of working out tourist strategies and projects should be the quality criteria for the preservation of the tourist destination and for the capacity to meet the tourists requirements, that is in the strategic marketing terms.

Achieving a sustainable development of tourism needs, a complete approach of the tourism management and planning, admitting the increasing importance of combining the traditional urban needs – transport, planning of the soil utilization, marketing, economic development, security etc. – with the needs of the local communities, in view of establishing a code of good practice for tourism, at all levels (national, regional, local based on the standards agreed at the international level).

The concept of sustainable tourism has to assure the integrity of the place, inherited sites, resources preservation, the observance of local culture and tradition, offering, at the same time, a quality appreciated not by the length of the staying but by the money spent.

With a view of increasing the quality of the tourist activity, the policies to be worked out and, also, the strategic objectives to be adopted have to aim at:

- permanent achieving of a tourist product of a high quality, which meets the objectives of modern tourism;
- improvement of staff activities in tourism and the quality of tourist services;
- diversification of leisure offer;
- stimulation of the Romanian and foreign investment in tourism;
- working out more aggressive marketing policies aiming at the forming of a positive image of Romania abroad;
- promotion of a competitive Romanian tourism, in comparison with the countries that have a developed one ( Spain, France, Switzerland etc. ).

Since the most used means of transport, both by the Romanian and foreign tourists, is the car, a special attention should be given to the rehabilitation of the regional road network, prior being those that assure the access to the places of tourist interest, mostly sought.

Culture and the cultural heritage of Romania assure a sustainable development of the tourist industry, as a result of the existing objectives, among which one can notice:

- medieval walled cities;
- rural settlements expressing the traditional way of life;
- diversity of the patrimony objects represented by monasteries, archeological sites, walled cities etc.; including seven areas of the World Heritage of UNESCO;
- museums on different themes;
- world-wide known musical-artistic events, both classic and modern;
- a large range of festivals of tradition and folklore;
- solid legends – Dracula etc.

The cultural and patrimony tourism represents for Romania a market opportunity focused on a series of targets, aimed at activities to increase the number of the musical, sport and other events, all over the country.

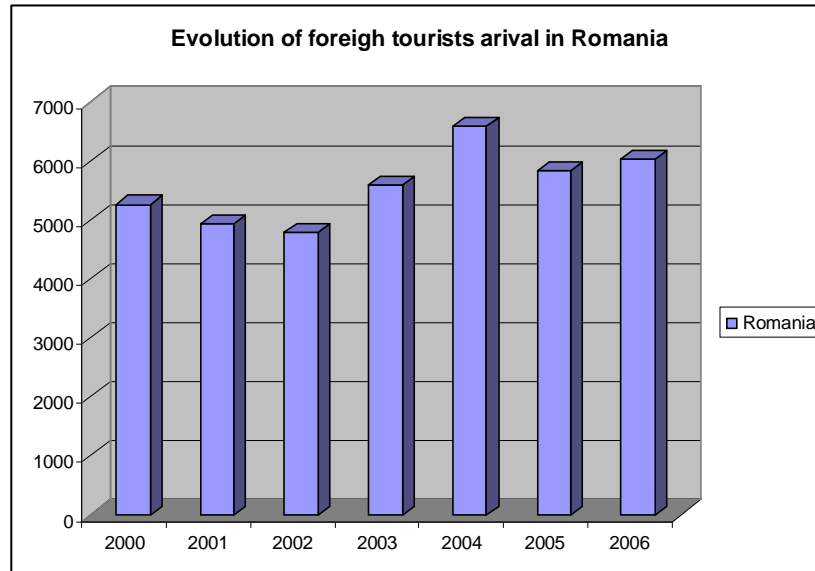
Nevertheless, in the period of 2000-2006, the volume of foreign tourist arrivals-including one day visitors- in Romania, knew an yearly average increase of only 2,3%.

A comparative analysis of the main tourist destinations of the countries neighboring Romania shows a very low increase of the Romanian tourism (table no.1).

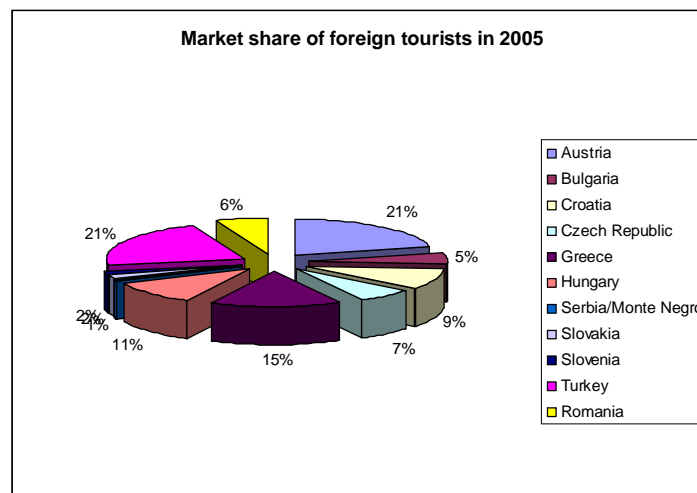
Table no.1 Foreign tourist arrivals in Romania's competitor countries (thousand)

<b>Country</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
Austria	17 982	18180	18611	19078	19373	19952	20256
Bulgaria	2 785	3186	3433	4048	4630	4837	5158
Croatia	5 831	6544	6944	7409	7912	8647	-
Czech Republic	4 666	5194	4579	5076	6061	6336	-
Greece	13 096	14057	14180	13969	13313	14276	-
Hungary	-	-	-	-	12212	10048	-
Serbia/Monte Negro	239	351	448	481	580	725	-
Slovakia	1053	1219	1399	1387	1401	1515	-
Slovenia	1090	1219	1302	1373	1499	1555	1615
Turkey	9586	10783	12790	13341	16826	20273	18916
Ukraine	6431	9174	10517	12514	15629	-	-
<b>Romania</b>	5264	4938	4794	5595	6600	5839	6037

Source: UNWTO and National (Romanian) Institute of Statistics



According with the presented figure the number of foreign tourists in Romania has a trend of increase, about 1000 thousand (20%) in 6 years, mainly due to the better information of the public about the cultural attraction. An example could be the project “Sibiu – Cultural Euro Capital”.



The market share approach for 2005 aims to better stand out the difference between Romania and Austria, Turkey, Greece and even Hungary – countries well known for their cultural tourism first and second for their offers standards.

Taking into account the natural and antropic tourist resources, we consider that the tourist potential of Romania could compete with the touristic one of any country of the world, in the case it would be used efficiently.

Romania has a cultural, historic and etno-folkloric inheritance of a great tourist value and representativity for the Romanian people. The development and diversification of the cultural tourist offer, as well as the awareness at the level of international markets that Romania is a cultural destination with valuable cultural objectives and attractions at an European and universal level, are prior aims for the development of the tourist product of cultural nature.

As a result, it is necessary to working out of complex development, arrangement and cultural tourist offer diversification programs and the creation of „an integrated tourist

product”, also a competitive one in the foreign market, where the cultural component is representative. These programs should point to the tourist areas that concentrate a multitude of tourist natural and cultural-historic and religious places, many of them representative for the Romanian spirituality (fortified churches, medieval walled cities in Transilvania, Moldavia etc.).

The strategic lines regarding the cultural tourism have to be directed towards the establishment of the heritage elements representative for Romania, assuring the access to them, developing, at the same time, a network of centers of tourist information and promotion of the cultural and religious tourism.

In this sense, the main actions should include:

- the list of the monuments from the UNESCO world patrimony in Romania;
- insertion, in the tour-operators programs, of all tourist places connected with the most preeminent figures of the Romanian culture at international level: George Enescu, Constantin Brâncuși, Ciprian Porumbescu, Tristan Tzara, Gustav Klimt, Constantin Brâncoveanu, Ștefan cel Mare, Mihai Viteazul, etc.;
- establishing an agenda of the minimum of the international events taking place nationally for their international promotion and attracting the tourists to attend them (George Enescu Festival, film, theatre, jazz festivals, Christmas festivals etc);
- creation of a network of preservation and development of the cultural and material heritage, in the main tourist regions of Romania.

It is also necessary to initiate programs of turning into account and tourist arrangement on cultural and religious themes (Christians pilgrimages to monasteries, and to places of different kind of civilization: German, Armenian, Czech, Slovak, Hungarian, Tartar, Turkish) in some places in Romania.

An important achievement of projects has to aim at the turning into account of the craftsmanship and the wood processing in the traditional regions (Maramureș, Bucovina, Oltenia etc.), as well as the establishment of structures adapted to the organization of cultural events in plain air or different closed areas ( exhibitions, concerts, music festivals etc.).

At the same time, with the support for the efforts paid for bringing to day and development of the tourist supply of Romania, the development of the marketing and research activity takes into account the following aspects :

- the existence/persistence of some problems with the image of Romania, as a tourist destination;
- the tourist products and travel offers made by the tour-operators should to be attractive and competitive, comparing their costs and structure with similar products supplied for other tourist destinations in the world;
- the quality of services in the most accommodation places and other tourist locations has to grow at the European tourist destination level;
- the marketing efforts in the tourist industry of Romania, shown abroad, should have a consistent, efficient and sufficient content.

Taking into consideration that the next decades will bring important changes in the demographic structure of the world (the average age, the weight of ethnic and religious groups) the trends of the international demand for tourist products/travel packages will develop all over the world. The world population will double in the next 50 years, the life expectation and implicitly the average age of the population will grow, the seniors (the retired ones) will have more time and resources for travel. As a result, the demand for tourist products will be flexible and the growth of the interest for tourist programs/vacations offering the possibility to find out the culture and history of the world people will be more and more of interest. Although they will be interested of novel experience, the most of the potential

tourists will wish to be able to continue their healthy way of life when traveling, and the quality of the tourist offer will influence the choice of the tourist destination.

The development of the air transportation, the diversification and growth of the travel speed of the transportation means on earth will allow a really easy and not expensive access to tourist destinations from long distances. One of the direct effects of these phenomena will be, maybe, the reduction of the staying period at a certain destination. The areas that will succeed in keeping their characteristics and authenticity, the traditional way of life will be interesting for more and more segments of potential tourists and visitors. The consequences of globalization will be obvious all over the world. The most accommodation and leisure facilities will offer relatively uniform conditions, will be similar and the preservation/emphasize of the characteristics of the destination become extremely important.

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