

## MARKETING STRATEGIES IN THE RURAL TOURISM FROM ROMANIA

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**Abstract:** Today, consumers have a wide choice of tourism products and services, therefore increasing considerably with the integration of Romania into the European Union. The role and importance of tourism services are reflected in the fact that they must be designed and organized to provide for the recovery of labor capacity, stimulated enjoyable and instructive leisure. Travel services market is characterized by fierce competition, both nationally and internationally. To meet this competition, rural tourism establishments must adopt specific strategies to make themselves known to keep their customers and bring new ones. This paper presents and analyzes the marketing strategies adopted by Cerbul guesthouse from the village Dâmbovicioara, Argeș County.

**Key words:** marketing, services, strategies, tourists, rural tourism

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### 1. Introduction

Tourism is a complex activity with a multitude of issues and implications, with significant economic load, positioned at the crossroads of several branches and fields of the economy. All these are reflected in the variety of views on the content of the concept of tourism and adjacent concepts.

Tourism is today through content and its role, a distinct field of activity, a component of prime importance to economic and social life for a growing number of countries. (Minciu R. 2005). Our country possesses in this regard, compared to other countries, tourism potential of great value being of great interest for recovery and development. Tourism organized both as group and individual, involves performing expenditures with impact on savings in the areas visited. Being a relationship and processes generated by consumer needs of travelers, tourism presents the characteristics of a distinct field of activity constituting itself into a branch of the national economy. Through its specificity, this branch is integrated within the tertiary sector. (Ioncica M. 2004)

Driven generally by desire to return to nature, to life and traditional customs, rural tourism is defined broadly, by spending the holidays in the countryside. Uncertainty of this approach has generated different opinions on the content and characteristics of rural tourism, opinions distributed on a very large scale, from this form of tourism that reduce to a mere stay in rural areas, to those who impose a long list of criteria relating to consumer behavior, such as: stay in the homestead, eating fresh agricultural products, participation in specific economic activities etc. - and peculiarities of the settlements (geographical position, corresponding surface, density of construction, size and density of population).

Nowadays rural tourism activities seem to be appropriate tools to revitalize declining areas in rural Romania and to ensure –or, at least, to try to ensure– their sustainable future by job retention or even job creation, increasing job diversity, retaining services, supporting farms exploitations, broadening cultural provision, and also by maintenance of landscape, nature resources, and rural art and handicraft as attractions for visitors. (Naghiu A., Vázquez J. L., Georgiev.I, 2005)

Tourism organizations and enterprises, especially travel agencies, hotels and destination marketing organizations, have been seriously challenged by the rise of the internet but at the same time enormous opportunities have opened up. The internet has opened up and improved communications (Epuran, Gh. 1999),

distribution channels and transactions in ways which could not have been imagined even at the beginning of the 2000s. (Akehurst G. 2009)

In the whole tourist movement in Romania, Argeş County occupies an important place in terms of being a frequented mountain, rural tourism and ecotourism, while concentrating a great variety of tourist attractions. The special magnitude of the tourism activity was determined by several factors.

It is about primarily the natural tourism potential, spectacular and diversity and historic cultural heritage, which have varied objectives and touristic value. Besides this, Argeş county is famous for its tourism opportunities in all seasons.

Dâmbovicioara village lies in the northern county of Argeş. The area has a varied and rich tourism potential. Forms of tourism in the area are varied due to the diversity of the tourist potential of the area. Among the main ways of practicing tourism activities in the Dâmbovicioara area are mountain tourism, rural tourism and agrotourism.

## 2. Tourism Marketing Strategies

Marketing Strategy is part of the marketing policy, including the means that the company must use to achieve the objectives of the market that it has proposed, in accordance with the general coordinates of the marketing policy.

In general, in literature, tourism product is defined as a combination of tangible and intangible elements that are designed to meet the tourist needs throughout the voyage. The primary role plays the second category, represented by the services or benefits that are valued through tangible type components, namely heritage and tourism infrastructure of a specific area.

Marketing strategy can be developed in different times and on different occasions: when launching a new product on the market, along with supporting the programs, plans and budgets of the enterprise etc. (Manole V., Stoian M. 2000)

Strategies for tourism product are:

**Determining product range strategy** is practiced when the product is well positioned in the consciousness of tourists; its features properly meet the needs of tourists. It aims to meet a range of diverse needs and preferences of potential consumers, leading in this way to widening the market of that product.

**Product differentiation strategy** which by intense advertising, searches highlighting its quality characteristics causes an increase in demand.

**Qualitative stability strategy**, which consists in maintaining a standard level of quality, especially in tourist firms which have acquired a strong market position and a great reputation because of this characteristics of the product.

**Range renewal strategy**, which is particularly recommended in the mature stage of the product or any component of the tourism product.

**Improving the tourism product strategy**. Appears especially as a result of technical progress.

**Market segmentation strategy** requests targeting efforts to specific groups of consumers.

Prices are the variable of the marketing mix with extensive implications on the functioning of the market mechanism, including the tourism market. (Gherasim T., Gherasim D. 1999). The price of tourism products must achieve the ultimate goals of each company, must also correspond to the target segment of tourists.

Consumers react not only to product features or the actions of a promotional nature that surrounds it, but also in its price, which is why the price should be integrated into the overall strategy of the firm.

The price level is a strategic element of great importance for tourism firm because on it it's up the accessibility of tourism to the consumer. This element is closely related to the seasonal nature of tourism activity and the complexity of the tourism product offered.

Based on price, a tourism company may adopt one of the strategies:

**The low price strategy** (particularly suitable for low season activity). This strategy can be adopted either from the need to alleviate tourist seasonality effect or to penetrate new markets or to meet tourist demand for certain consumer segments who have low incomes or for promotional purposes.

**The moderate prices strategy**, prices whose size is closely related to a certain level of quality of the tourist product, which product is intended, in general, to middle-income tourists (for example, two star hotel or catering establishments by category two); in this way the company can cover a larger part of the market, and can make a corresponding profit to conduct further work.

**The high prices strategy**, charged by the prestigious travel companies, whose offerings address to a segment of tourists with high incomes or a carefully selected clientele. However, a high price level can be

practiced also if the supply is less than the demand, within the period of maximum activity, if it pursues market advantage valorization in case of a new product. (Muhcina S. 2002)

Distribution is one of the important elements of marketing and is closely related to other mix components that influences and which in turn is influenced. Because tourism product cannot be stored for producers is vital the selection of intermediaries and decisions making regarding distribution channels and then their activation in order to ensure full exploitation of tourism potential by anticipated contracting.

The main intermediaries founded on the domestic market are: (Stănculescu G. 2002)

**Tour operator agencies** (wholesalers) specialized in organizing travel commitments they market based on contracts, through travel agents;

**Retailer travel agencies:** they sell tour operators commitments or products offered by various direct providers agents;

**Mixed activity agents**, so tour operators and direct sales.

The most used strategic options in distribution activities on tourist markets are:

**Exclusive distribution** has control over the distribution channel, price stability and high profits, involving few intermediaries, established on precise criteria and with a very good reputation.

**Selective distribution** involves medium market coverage, relative control to the channel and sales and high profits. It envisages selecting an average number of intermediaries but which are well established.

**Intensive distribution** covers a large part of the market; sales and profits are important in terms of volume and involve all types of intermediaries, who are numerous. This distribution combines, in fact, direct sales (unorganized tourism) with sales through various intermediaries of the tourism product. (Evans J., Berman B. 1990)

Besides indirect distribution, through intermediaries, tourism distribution can be achieved in direct form without intermediaries by selling tourism products or services through the Internet.

Promoting tourism is a set of communication approaches aimed at ongoing transmission in various ways, of some messages designed to inform both potential customers and tourism operators on the characteristics of tourism products and services offered for sale, with a view to reinforce a positive image and to cultivate a favorable image towards them and the company, namely to determine in the mentality and consumer buying habits of the tourists, suitable changes for the bidding company (emitting or receiving messages). Promotional activities in tourism require significant investment, because of the large geographical spread of tourism markets, fierce international competition manifestation and intangible nature of the tourism product.

Possible sources of origin of tourist information are diverse but the largest impact has personal communications. Thus, the decision on tourist destination, preferred time of travel and the travel agent to arrange the voyage is often influenced by subjective recommendations and information's of his entourage persons, who have experienced these tourism products. (Nistoreanu P., Dinu V., Nedelea A. 2004)

Advertising is an integral part of the marketing plan and its implementation must be coordinated with the other promotional means and the other marketing activities related with product, price and distribution policy.

**Tourism advertising in newspapers** must offer a message as simple as possible, and not a sequence of arguments or proposals. For these, it must start from the principle that the potential customer does not know, and often is unwilling to choose from a wide range, but he prefers you to propose the best tourism product.

**Radio advertising** - the good results achieved through this in tourism field, in some developed countries, is explained by the characteristics of the audience of this advertising medium: motorists while traveling.

**Television advertising** – because is an expensive medium, the television would be appropriate for promotion of mass tourism.

**Outdoor Advertising** - such advertising include the use in advertising purposes of posters, billboards and illuminated signs.

**Internet** -through sites and social media. With rapid development of social networking websites such as Facebook, Trip Advisor, and Twitter, more and more travelers make their travel and accommodation decisions by referring to online comments (electronic word of mouth). (Safko L., Brake D.K, 2009). In addition, social networking websites has become an important source of information. Travelers will share their travel experiences to others and respond to related comments. (Long-Sheng Chen and Tzung-Yu Kevin Yang 2014)

### 3. The presentation of the Cerbul guesthouse and Dâmbovicioara Village

The Cerbul guesthouse is situated in the Dâmbovicioara village, Argeş county and lies at a distance of 5 km from the Piatra Craiului foothills and 1 km from the Dâmbovicioara Cave.

The Cerbul guesthouse is a tourist reception structure with accommodation functions, being classified with 3 \*\*\*, holding: accommodation capacity of 20 rooms, different spaces to ensure catering services, with a total capacity of 180 seats, and parking.

The guesthouse Cerbul is a new building built 5 years ago, combining rustic elements with modern ones. Since the boarding house is new, also the facilities are new, they are equipped with: central heating, air hot and cold running water, connection to public electricity network according to the current rules.

Accommodation areas in the guesthouse Cerbul are made up of 20 rooms, totaling 43 beds, equipped with two beds or double bed and related furnishings, television.

Composition of the rooms is as follows:

- 8 double rooms with private bathroom with a single bed
- 1 triples room with two beds
- 1 room for four persons with two double beds
- 10 double rooms with shared bathroom Single room

Under the Cerbul guesthouse, meals can be served in three rooms that have a total capacity of 180 seats that have their own bathrooms. The cuisine of the restaurant offers a variety of traditional Romanian products.

Travel services that make Cerbul guesthouse offer are varied, providing for its level of classification, all the services needed and demanded by tourists. The tourist services range include: basic services (accommodation, catering) and additional services.

#### **4. Marketing strategies used by Cerbul guesthouse**

##### **4.1. Product Strategies**

Specific to any market, the tourism market product depends above all on the needs to be addressed. Cerbul guesthouse product policy meets strategies with which it tries to present a varied tourism offer in an appropriate manner, allowing consumers to feel important. Guesthouse aims to diversify the services they offer, hoping to attract more tourists and to succeed in alleviating seasonality.

The **diversification strategy services**, was intended primarily to attract new markets, seasonal tourism development and business tourism. Thus Cerbul guesthouse is targeting through its services both companies for events, and individuals who want to recreates and spend time in a particular rural area. Also, at the Cerbul guesthouse weddings and baptisms can be held.

Another strategy adopted by the company is **the product innovation strategy**, seeking to mobilize its full human potential, material and financial resources in order to maintain market share and maximize profits for the product. For example, if the original services were only accommodation or accommodation with breakfast, then they added full pension.

Regarding leisure activities, these are diverse as: sauna, jacuzzi and hydro massage, fitness and relaxation, volleyball and mini football on grass, lawn tennis, ATVs and mountain-bike, rides in a sleigh or carriage rides, playgrounds for the children (indoor and outdoor) and hiking to Brusturet.

##### **4.2. Price strategies**

The price strategy formulation of Cerbul guesthouse starts from the goals it wants to achieve: to attract a large number of customers, keeping existing customers and distributors support.

It is thus adopted a differentiated pricing strategy, tourist groups and loyal customers having special rates.

As regards the prices which are closely related to the seasonal nature of tourism activity and the complexity of the tourism product we can speak of:

**Low price strategy** - in the case of tourist services like the other competitors, Cerbul guesthouse has similar or even lower prices, and in case of different tourism products, they differentiate their prices, taking care that the rates are not very high.

**Oriented strategy based on demand** which implies a satisfactory price for both the customer and for the pension to cover the costs. Thus, according to the demand of the season, guesthouse practices different rates.

##### **4.3. Distribution Strategies**

Distribution is how the travelers are in possession of tourism products and services offered by the pension. Cerbul guesthouse markets their tourism services both through **direct distribution** in which tourist services reach directly the customers and through **indirect distribution** which involves using intermediaries.

The tourist products offered by Cerbul guesthouse addresses to the national and foreign clientele, remote and close, in transit, individual or group.

Therefore, there were chosen distribution strategies that ensure long-term customer loyalty, preserving the existing one and attracting new customers. According to this criterion, customer's peculiarities, guesthouse practice also **global distribution strategies**, entire clientele being approached in the same way.

The intermediaries, in terms of number and specialization, are also very important in the choice of distribution strategies. In this case, the version used by the Cerbul guesthouse is **extensive distribution**, which involves organizing a distribution channel with a large number of intermediaries.

The nature of tourism product requires specific distribution solutions. The guesthouse has opted to build its **own distribution channels**. Very important is the operation of collecting information about how to achieve the promotion and customers post purchase reactions. Market area is vast and therefore the chosen distribution networks are richer in intermediaries.

#### 4.4. Promotion strategies

The guesthouse promotion policy follows a more complete diffusion of products and services sold while being a source of communication aimed at strengthening of its prestige and image and its products and services in the environment in which they operate (Epuran, Gh. 2002). To improve tourist traffic in the guesthouse is necessary to develop a better promoting program. Tourist promotion is the complex process creating links between tourism product and potential consumer, process that use specific tools such as advertising, public relations, sales promotion, direct marketing and aims to determine potential consumer to buy tourism product. After its creation, after establishing distribution channels and sales price, the tourism product is ready for sale. But because sales of the product take place, it is necessary to be known by potential consumers.

Promotional materials play an important role in pension for making sales. By far the best means of promotion is the display, next door is a banner exposing the services offered by pension, and the guesthouse's position represents also a means of promotion.

**Direct marketing** is an effective way to keep consumers up to date to guesthouse news. Mainly, guesthouse is using means of **mass communication**. With the advent site [www.Romania-Turistica.ro](http://www.Romania-Turistica.ro) the tourists can see the tariffs, the buzz about pension and offers for every season. Information technology is the lifeblood of the global tourism industry. (Chen-Kuo Pai, Meng Long Xia, Te-Wei Wang 2014). Lee and Morrison (2010) noted that the Internet has become a significant sales and primary distribution channel in the tourism industry.

Advertising materials available of Cerbul guesthouse are:

- Presentation brochures of area attractions and sights of Dâmbovicioara and Bran-Rucăr lane;
- Presentation brochures on Dâmbovicioara Cave;
- Posters with Cerbul guesthouse;
- CDs of the guesthouse activities but also containing pictures of the area and the guesthouse;

### 5. Marketing research on customer attitudes and opinions about Cerbul guesthouse services

#### 5.1. Research Method

The research method chosen is a quantitative method. The research will highlight the extent to which tourists are satisfied with the services provided by Cerbul guesthouse, by their diversity and quality, and it will also highlight the reasons that make them choose this guesthouse. Also, an important aspect of the research is the outlining of the media which makes the guesthouse well known and the importance of the Internet search and travel agencies inquiries by tourists for selecting a holiday destination.

The objective of this research is to identify the views, opinions or grievances acknowledgments of Cerbul guesthouse tourists from Dâmbovicioara related to travel services.

The researched population in this study is represented by the tourists from the age of 18 who opted for the Cerbul guesthouse tourism services. The population studied is made up of both females and males. The number of tourists registered in the database of the guesthouse from 2008 until present is 40,515, of whom shall be selected 29200 tourists, aged 18 and more, for the conduct of this research.

In order to obtain more accurate results and taking into account the chosen type of research we opted for a simple random sampling by lot from the database with information on the guesthouse travelers. This includes tourists who chose the Cerbul guesthouse services in 2014. The extraction was performed by simple random sampling without replacement. The draw was conducted as follows: subjects have been ordered

alphabetically and using tables of random numbers was generated the sample. The number of tourists selected for the questionnaire was large enough so that could include the number of people equal to the sample size.

The result was a sample of 127 people, of which 125 people were surveyed and 2 persons did not answer the request.

## 5.2. The research objectives and hypotheses

### 5.2.1. Formulation of general objectives

**Table 1 The research objectives**

Basic aspects	Researcher questions	The research objectives
<b>1. Identifying the behaviours of the sample members</b>	1. How many times have the tourists returned to Cerbul guesthouse? 2. What are the reasons why the tourists have chosen this guesthouse? 3. What leads the tourists to choose Cerbul guesthouse? 5. Does the guesthouse offer complex tourist services?	1. Identification of tourists who seek Cerbul guesthouse services. 2. Identification of the reasons for the decision to choose the services offered by guesthouse. 3. Identification of consumers preferred tourism services
<b>2. The attitudes of the sampled members</b>	1. What are the main complaints about the tourism services offered by the guesthouse? 2. Under which aspect do the tourists choose the Cerbul guesthouse? 3. How satisfied are about the quality of the packages offered by the Cerbul guesthouse? 4. How satisfied are about the tariffs of the Cerbul guesthouse? 5. What is the level of satisfaction of the tourists in the restaurant?	1. Determining whether tourists were satisfied with the services provided. 2. Identification of the aspect for which the tourists choose the Cerbul guesthouse. 3. Identification of the level of satisfaction of tourists in connection with the packages offered by Cerbul guesthouse. 4. Identification of the level of satisfaction of the tourists regarding the tariffs. 5. Identification of the level of satisfaction of the tourists in the restaurant
<b>3. The characterization of sampled members</b>	1. Which age category do you belong to? 2. What is your income? 3. What is your training school? 4. What is your gender?	1. The identification of the age of respondent 2. Identification of the income 3. Identification of the training school 4. Identification of gender

### 5.2.2. General and statistics hypotheses assumption

#### General hypotheses

1. Generally the Cerbul guesthouse visitors are satisfied with the quality and diversity of offered services.
2. The travel agencies are the most important source of information for Cerbul guesthouse travelers.
3. The customers are satisfied with Cerbul guesthouse advertising.
4. The Cerbul guesthouse tariffs are affordable to all visitors.
5. The service packages offered by the guesthouse are diverse and satisfy all customers.
6. Generally the Cerbul guesthouse visitors are happy with the offered travel packages.

**Statistics hypotheses**

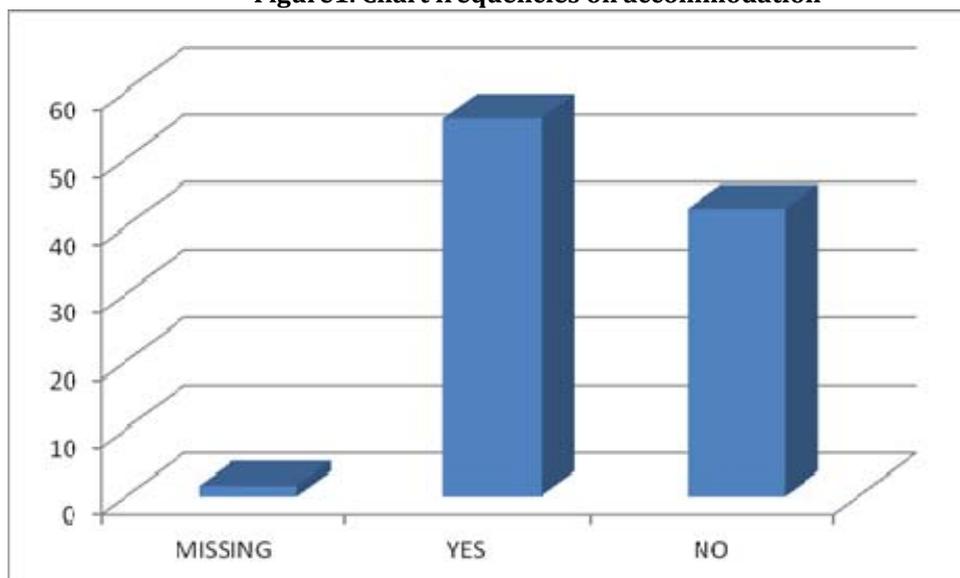
1. H0: 50% of the tourists stay for the first time at the Cerbul guesthouse.  
H1: A different percentage of 50% of the tourists stay for the first time at the Cerbul guesthouse.
2. H0: The average amount spent by the tourists for the last holiday is 1,000 lei.  
H1: The average amount spent by the tourists for the last holiday is different from 1,000 lei.
3. H0: There is no difference between the number of accommodations at the Cerbul guesthouse and the even distribution.  
H1: There is a difference between the number of accommodations at the Cerbul guesthouse and the even distribution
4. H0: There is no difference between the distribution of answers regarding the way tourists perceive the prices of Cerbul guesthouse and the even distribution.  
H1: There is a difference between the distribution of answers regarding the way tourists perceive the prices of Cerbul guesthouse and the even distribution.
5. H0: There is no difference between the amount spent by men and women for the last holiday.  
H1: There is a difference between the amount spent by men and women for the last holiday.
5. H0: There is no connection between the respondents’ gender and the number of Cerbul guesthouse accommodations.  
H1: There is a connection between the respondents’ gender and the number of Cerbul guesthouse accommodations.
7. H0: There is no difference between the level of satisfaction of men and women in terms of services provided by Cerbul guesthouse.  
H1: There is a difference between the level of satisfaction of men and women in terms of services provided by Cerbul guesthouse.
8. H0: There is no connection between respondents’ age and how they perceive the prices of Cerbul guesthouse.  
H1: There is a connection between respondents’ age and how they perceive the prices of Cerbul guesthouse.
9. H0: The respondents’ income does not affect the amount spent for the last holiday.  
H1: The respondents’ income affects the amount spent for the last holiday.

**5.3. The research results**

As a result of this quantitative research among the Cerbul guesthouse tourists, the most relevant results are presented below.

From Figure 1 it can be concluded that 55.91% of respondents have stayed at this guest house while 42.52% of respondents have stayed for the first time at this guesthouse.

**Figure1. Chart frequencies on accommodation**



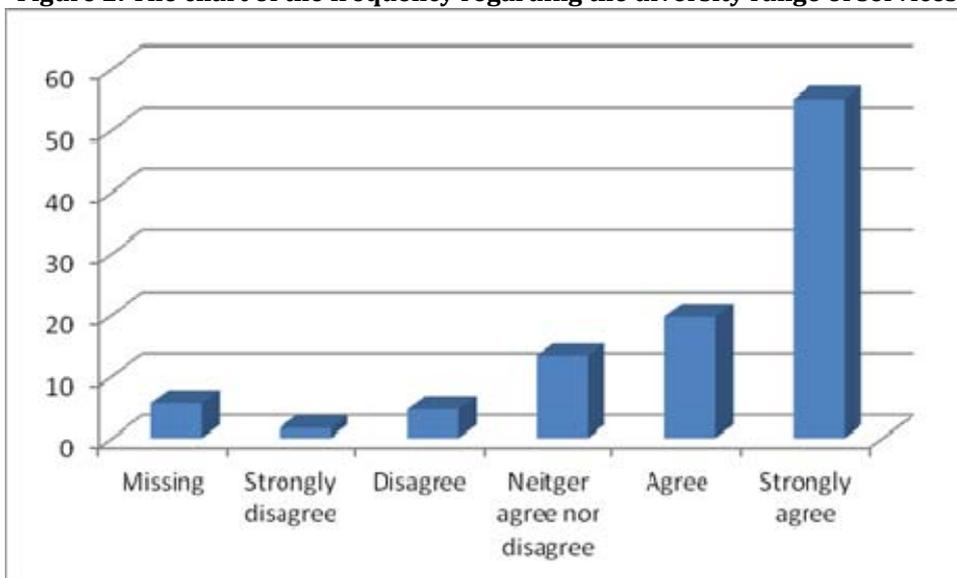
Looking at Table 2, we conclude that the most important sources of information on choosing a tourist destination are travel agencies, the Internet and the information desk of the Dâmbovicioara resort. 13.3% of respondents have read about the guesthouse in the leaflets about hotels, and 12.9% were informed from adverts in magazines, newspapers, radio and TV.

**Table 2 The frequency of information sources about pension**

		Responses		Percent of Cases
		N	Percent	
Where have you informed from <sup>a</sup>	Travel agency	43	17.3%	36.1%
	Dâmbovicioara information desk	44	17.7%	37.0%
	Leaflets about hotels	33	13.3%	27.7%
	Internet	83	33.3%	69.7%
	Adverts in newspapers, magazines, radio, TV.	32	12.9%	26.9%
	Others	14	5.6%	11.8%
Total		249	100.0%	209.2%

From Figure 2 it can be seen that on this question are two non-answers. It is noted that in terms of diversity of services range, 1.57% answered "strongly disagree", 4.72% answered "disagree", 13.39% answered "neither agree nor disagree", 19.69% answered "agree" and 55.12% answered "strongly agree". It is observed that from all respondents, a large percentage agreed with the diversity of the range of services, which is very important for the pension.

**Figure 2. The chart of the frequency regarding the diversity range of services**

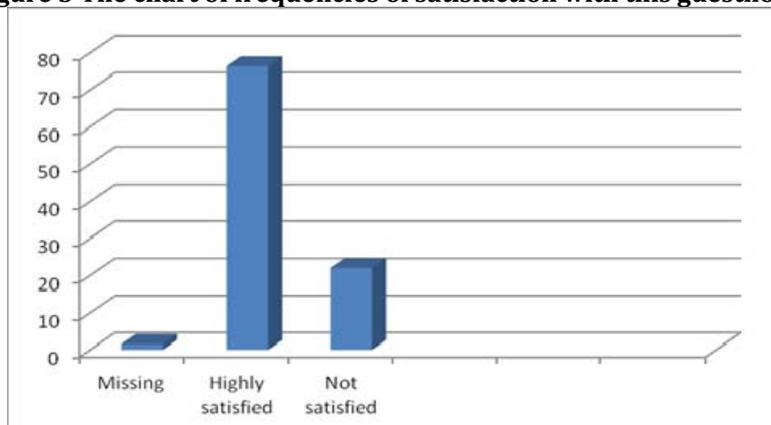


**Table 3 The frequency of reasons for choosing this pension**

		Responses		Percent of Cases
		N	Percent	
The reasons for choosing this pension <sup>a</sup>	Leisure	92	21.0%	73.6%
	Landscape	113	25.7%	90.4%
	Ambience	97	22.1%	77.6%
	Courtesy of staff	81	18.5%	64.8%
	Technical equipment of conference rooms	54	12.3%	43.2%
	Other	2	.5%	1.6%
Total		439	100.0%	351.2%

We can conclude analyzing the data in Table 3 that the most important reasons on choosing the Cerbul guesthouse are landscape and ambience, followed by relaxation with 21%, staff courtesy with 18.5%, and 12.3% of respondents were determined to choose this guesthouse based on technical equipment of the conference rooms.

**Figure 3 The chart of frequencies of satisfaction with this guesthouse**



As shown in Figure 3, from the 125 people surveyed, the majority, representing 76.38% of the valid answers were highly satisfied after a stay at the Cerbul guesthouse and the remaining 22.05% answered that they were not satisfied with this guesthouse.

**Table 4 The frequency of satisfaction for accommodation services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	6	4.7	4.8	4.8
	Unsatisfied	9	7.1	7.2	12.0
	Neither nor	17	13.4	13.6	25.6
	Satisfied	23	18.1	18.4	44.0
	Very satisfied	70	55.1	56.0	100.0
Total		125	98.4	100.0	
Missing	System	2	1.6		
Total		127	100.0		

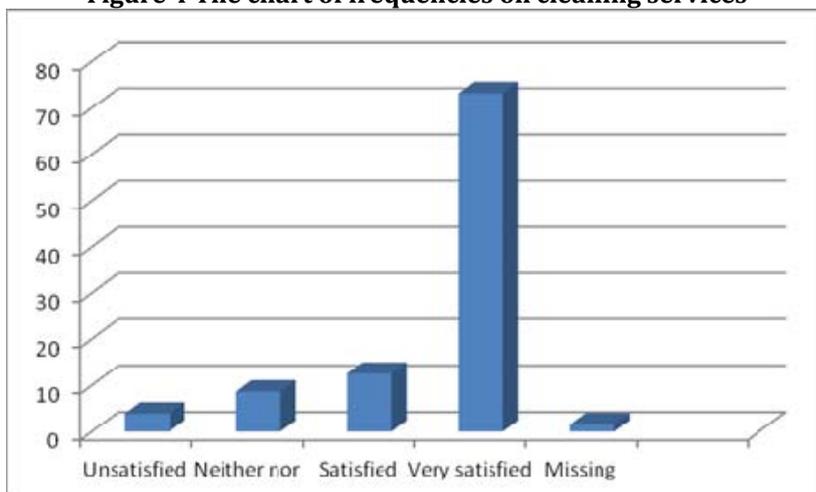
As you can see from Table 4, all respondents answered this question. Thus, in terms of accommodation services, 6 of the respondents are "very unsatisfied", 9 respondents "unsatisfied", 17 respondents are "neither satisfied nor unsatisfied", 23 respondents are "satisfied" and 70 respondents are "very satisfied".

**Table 5 The frequency of satisfaction for reception services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	7	5.5	5.6	5.6
	Unsatisfied	13	10.2	10.4	16.0
	Neither nor	14	11.0	11.2	27.2
	Satisfied	23	18.1	18.4	45.6
	Very satisfied	68	53.5	54.4	100.0
	Total	125	98.4	100.0	
Missing	System	2	1.6		
	Total	127	100.0		

Table 5 shows that 7 respondents representing 5.5% are "very unsatisfied", 13 respondents representing 10.2% are "unsatisfied", 14 respondents representing 11% are "neither satisfied nor unsatisfied", 23 respondents representing 18.1% are "satisfied" and 68 respondents representing 53.5% are "very satisfied".

**Figure 4 The chart of frequencies on cleaning services**



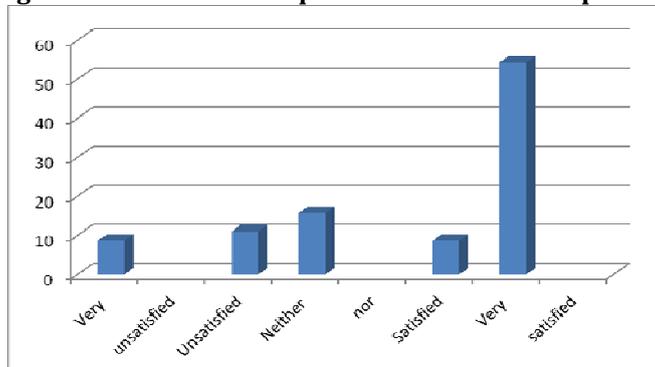
Regarding the cleaning services (Figure 4) 3.94% of all respondents are "unsatisfied", 8.66% are "neither satisfied nor unsatisfied" and 12.60% are "satisfied" while 73.23% are "very satisfied".

**Table 6 The frequency of satisfaction for the space for festive events.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	7	5.5	5.6	5.6
	Unsatisfied	11	8.7	8.8	14.4
	Neither nor	13	10.2	10.4	24.8
	Satisfied	11	8.7	8.8	33.6
	Very satisfied	83	65.4	66.4	100.0
	Total	125	98.4	100.0	
Missing	System	2	1.6		
	Total	127	100.0		

In terms of services for festive events (Table 6), 7 of respondents ie 5.5% are "very dissatisfied", 11 respondents ie 8.7% are "dissatisfied", 13 respondents ie 10.2% are "neither satisfied nor dissatisfied" 11 respondents ie 8.7% are "satisfied" and 83 meaning a percentage of 65.4% are "very satisfied".

**Figure 5 The chart of frequencies on restaurant parking**



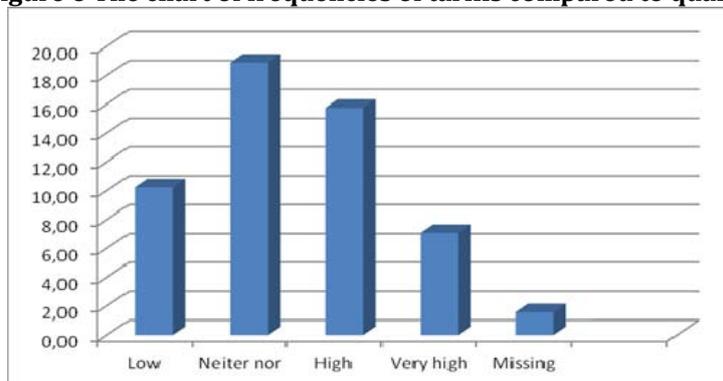
It can be seen from Figure 5 that in terms of the restaurant parking lot 8.66% of all respondents are "very dissatisfied", 11.02% are "dissatisfied" 15.75% are "neither satisfied nor dissatisfied", 8.66% are "satisfied" and 54.33 % are "very satisfied".

**Table 7 The frequency of satisfaction for tourist packages**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unsatisfied	17	13.4	13.6	13.6
	Unsatisfied	9	7.1	7.2	20.8
	Neither nor	22	17.3	17.6	38.4
	Satisfied	9	7.1	7.2	45.6
	Very satisfied	68	53.5	54.4	100.0
	Total	125	98.4	100.0	
Missing	System	2	1.6		
	Total	127	100.0		

When asked to what extent are satisfied with the services packages offered (Table 7), 13.4% of respondents said they were very dissatisfied, 7.1% said they were dissatisfied, 17.3% are neither satisfied nor dissatisfied, the same percentage of 7.1 % said they are satisfied and the highest percentage 53.5% stated that they were very satisfied.

**Figure 6 The chart of frequencies of tariffs compared to quality**



In Figure 6 it can be seen that out of 125 subjects interviewed, they all answered to this question. So, the data above shows that a large number of the respondents, that is a percentage of 46.46%, said that prices in the Cerbul guesthouse are very low, 18.90% said that prices are neither high nor low, 15.75% said that prices are high, 10.24% said prices are low, while 7.09% said that prices are very high. There isn't a big difference between these percentages, which means that the views of respondents on price are very good and good, which is important for the guesthouse.

**Table 8 Ordering the importance given to different aspects when choosing a tourist location**

	N	Mean
Quality	125	2.6480
Cleaning	125	3.1920
Price	125	3.2640
Ambience	125	4.0960
Location	125	4.3760
Diversity of services	125	5.2160
Room furniture	125	5.2240
Valid N (listwise)	125	

The results in Table 8 show that the respondents put the quality on the 2nd place and cleanliness and price on the 3<sup>rd</sup> place on their requirements when choosing a holiday destination. On the 4th place are the ambience and location and last stands diversity of services and room furniture. Because none of the answered options did not ranked 1<sup>st</sup>, this shows that respondents consider also other requirements when choosing a tourist location.

**Table 9 The frequency contentment on food services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	19	15.0	15.2	15.2
	Yes	106	83.5	84.8	100.0
	Total	125	98.4	100.0	
Missing	System	2	1.6		
	Total	127	100.0		

It can be seen from Table 9 that from the total population studied, 19 people were not satisfied with catering services while 106 people were satisfied with these services.

**Table 10 The frequency of return at Cerbul pension**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	20	15.7	16.0	16.0
	Yes	105	82.7	84.0	100.0
	Total	125	98.4	100.0	
Missing	System	2	1.6		
	Total	127	100.0		

The results of this question (Table 10) show that 20 people of all respondents do not return to Cerbul guesthouse while 109 people will return to this pension. This means that the services provided by the guesthouse are top quality and satisfy nearly all customers.

## 6. Discussions

Following this quantitative marketing research there were established opinions, attitudes, behaviors and intentions of the Cerbul guesthouse tourists on the tourist services offered.

After processing the data obtained, it is observed that most of the visitors were satisfied with the travel services offered by Cerbul guesthouse as they have returned, and a great number of tourists consider that the pension services have a high quality standard.

According to the results, it appears that 18 of respondents have stayed twice at the guesthouse, 23 have stayed three times and 13 of the respondents have been guesthouse's visitors more than three times.

The conclusion is that the most important sources of information on choosing a tourist destination are travel agencies, the Internet and the information desk of the Dâmbovicioara resort. A percentage of 13.3% had read about guesthouse in pamphlets about hotels. Adverts in magazines, newspapers, radio and television, information from relatives and their own experience showed lower percentages which means that advertising by these methods was not used enough.

Based on the data we can say that more than half of the guesthouse's tourists viewed its offers on the internet and were influenced by information found. Yet they were not very satisfied with this information, so, the improvement of this offer could be an issue to take in consideration. Since internet promotion requires no extra financial resource investment compared with the results they can bring, we consider necessary to allocate funds for the promotion of tourism services of the guesthouse, in particular to advertise it on the Internet.

## 7. Conclusions

The unprecedented development of the tourism industry has imposed improving managerial activity of tourism enterprises in order to develop tourism products that meet the utmost needs and wishes of tourists.

Marketing optics aimed at tourism businesses to market relations, directing their efforts toward making products that are expected by consumers and ensure a high economic efficiency.

For a tour company to survive in market conditions it is necessary to adopt for each component of the marketing mix strategies constantly adapted to the realities of economic and social needs of household consumption, the growing demands of customers, the material, financial and human resources of the organization itself. At the same time, permanent organization of marketing researches among customers represents the basis of the development, improvement and performances expected at the level of each company. (Băltescu C.A., Boşcor D. 2014)

The tourism product offered by Cerbul guesthouse is the set of goods and services that must meet the specific and general needs of the tourists. Within the services offered it can be distinguished both basic services that are the accommodation, catering, leisure services and other services such as laundry, dry cleaning, internet. Because it was launched as a guesthouse that offers the highest quality, guesthouse Cerbul envisages firstly, maintaining the level of quality to satisfy customers. The segment of consumers to whom the offer is addressed Cerbul guesthouse, mainly consists of business people and tourists in transit, therefore, try to responds by offering its products primarily to this category of customers.

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