

The Product Policy and Tourism Market

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I. The Touristic Product

Generally the complementarity of the services that are part of the touristic product impose conditions on the supply quality. Thus, in the case in which one service does not correspond from the quality point of view to the exigencies of the consumers, this has a negative impact on the way of perceiving the touristic product. Therefore, the tourism agency which conceives the entire voyage must guarantee a selection of those who carry this out according to their capacity to assure quality services.

The modulator character of the touristic product allows for a great flexibility when constituting a personalized offer. Otherwise the assembly of the touristic product can be achieved by its consumer himself.

Comparing it to other domains, we can see that in tourism passing from a product to another can be made in an easier way. Thus, a tourism agency can introduce and eliminate anytime from the structure of its offer different types of touristic objects without being necessary the modification of the number of employees or of the equipment available.

Selling the touristic product has a higher risk than selling the material products. The touristic services are hard to be presented to the potential clients, they cannot be tested before being bought and consumed nor can they be exchanged.

The majority of the components of the touristic product (the touristic patrimony, the general infrastructure and the touristic one) have a local character and pointing out their value is limited.

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2. The Typology of the Touristic Products

There are five main categories of touristic products: geographic entities, contractual products, products of the “touristic station” type, touristic arrangements of the “event” type, the private touristic products.

1. *Geographical entities.* The touristic macroproduct is made up of a touristic destination having the dimensions of a continent, of a multinational geographical ensemble (the South-East Europe for example), a country, region or a locality.
2. *the contractual products* are made up of an ensemble of touristic services, alimentation, transport, treatment, insurance, touristic assistance, all this at a global price (for example a touristic circuit, sejour, cruise)
3. *Products of the “touristic station” type* include watering, thermal and winter sports stations which confront a serious competition on the market.
4. *Products of the “event” type* (a cultural, religious, folk, recreative one) constitute touristic attractions which have an inconvenient: very short periods (for example the Rio Carnaval). There is a great difficulty in gestioning the product which needs a long period of organization, a considerable promotional effort which generates profits only on a short period.
5. *The private touristic products* can be conceived in connection to practising some sports or hobbies (fishing, music, gastronomy).

3. Strategies of the Touristic Product

The touristic market penetration strategy presupposes concentrating the efforts of marketing on the touristic market and products in order for the profit to increase. This strategy is in connection to the growth of the medium intensity of touristic consumption (for example the extension of the sejour period), attracting some clients of the competitors, transforming some relative nonconsumers in touristic consumers.

The tourist market extension strategy presupposes winning new segments on the market for the existing touristic products. Thus, an operator offering a certain sejour or circuit can propose the attraction of some clients who come from other geographical areas than those in which he activates at a certain moment.

The touristic product's renewal strategy consists in:

- Growing the attractivity of a touristic arrangement for the actual touristic consumers without operating major changes (for example offering some

supplementary services, installing a pool or a fitness center inside an accommodation unity)

- Making some important modifications in the structure of the product without changing its nature (for example the growth of the classification category of a touristic product).

It can be noticed that in tourism the structure of a product can be much easier changed than in sectors. The modular character of the touristic product allows the modification of some services of transport, accommodation offered to the consumer.

The diversification strategy presupposes the simultaneous development of the new touristic products and of the new market(for example an operator specialized in the rural tourism can diverse his products by offering touristic circuits with a cultural character).

4. The Concept of the Touristic Market

The touristic market represents the economics sphere of interference of the touristic supply, materialized by means of the touristic demand, materialized in consumption. As offer presupposes consumption but not the demand formation the interference will turn into overlapping in the time and space of the two components by means of touristic consumption.

Touristic consumption starts at the very tourist`s permanent residence town by buying different goods necessary for the journey (equipment, food), continues during the voyage (accomodation services, alimentation, fuel etc.), including the touristic sejour and ends with the return in the town.

4.1. The Segmentation of the Touristic Market

There are two main categories of criteria when segmenting the touristic market:

- Sociological criteria: age, gender, origin, religion, social position, profession, income, civil status.
- Touristic behaviour criteria (travelling habits): the voyage type and destination, the reason for visiting / voyaging (pleasure, rest, treatment, sports, culture, religion), the number and type of the visited regions, the duration of the sejour, expenses, the period of travelling, the chosen accommodation, the type of vehicle used (personal car, bus, train), the practised form of tourism, using or

not a tourism agency, the type of resources, the period of holiday programmes fulfillment, (the frequency of the voyages), the number of participants (the independent/individual tourism market and the group tourism market).

Taking into consideration the geographical area one can identify the following: the local, regional, national and international tourism market. The market segmentation according to the motivations and the socio-professional characteristics of the tourists and their behaviour types allows for the following classification:

The sedentary tourist has primary motivations: seaside, sun, beach, and he appreciates comfort and services but he generally has a low income level. He is accommodated in structures of medium category and he gives importance to souvenirs as a proof of voyage effectuation.

The itinerant tourist primarily looks for cultural and social escape. He has high income which allows him to travel by using fast means of transportation and to visit everything underlined in the touristic guides. He loves photos, folklore and exotic souvenirs.

The nomadic tourist is in search for direct contact with nature and the local population, the adventure. There are individual tourists or small groups who like improvisation and accommodation in family pensions.

4.2. Demand and Consumption in Tourism

The demand in tourism depends on the form of tourism, on its specific offer, the means of transport in use, the length of the touristic circuit, the duration of the sejour, the accommodation form, the season when the specific touristic activity takes place, the tourist's purchasing power, his motivations and preferences. It continuously evolves but the registered growings have not a constant rhythmicity nor a unitary dispersion towards all touristic destinations.

The demand in tourism is very elastic according to the modification of the influential economics, psicho-social, demographic, political factors of which the most important are: the population income level and the destination of the touristic consumption, the level of the touristic services taxes, the volume and structure of the touristic offer, the free time, the cultural background etc.

The most conclusive expression of the demand elasticity is that compared to the population income. Thus the low income implies a drastical reduction of the touristic demand in a higher degree than in the case of usual merchandise.

Generally the medium value per day of a sejour of the consumption is superior to the consumption at the residency and superior to the current individual income.

The demand in touristic services is less pressing comparing to the demand in current using products of the population. Thus, from the point of view of the priorities given by the consumers, the need to relax is situated after the satisfaction of the necessities for alimentation, clothing, residence etc.

The American researchers R.W. McIntosh and C.R. Goeldner use four categories of touristic motivations:

1. The physical reasons are connected to the need for physical and intellectual recovery, health, sports and relaxation. This group of motivations are connected to that human activities through which the tensions of everyday life can be overcome.
2. The cultural reasons refer to the need to see and know different cultures, to discover new places and their specificity as far as lifestyle, music, art, folklore, dance are concerned.
3. The interpersonal reasons include the wish to meet new people, to visit friends or relatives, to search for new life experiences, to escape the routine of everyday life with friends and neighbours.
4. The reasons connected to the social status and the personal prestige of the tourist include the wish to develop the personality, to practise hobbies, to be appreciated by the other people.

The American researcher S.C. Plog classified the touristic motivations from the point of view of the tourism consumer's psychology. This study divides the touristic clientele in five groups: psychocentric tourists, cvasipshychocentric, mediocentric, cvasilocentric and alocentric ones.

Researchers in the domain of tourism have identified a series of tendencies of demand and consumption:

- Searching for cultural roots, the local authentic specificity: architecture, customs, art, traditions;
- Searching for personal, physical and mental equilibrium, by practising the physical activities which do not presuppose the competition spirit: jogging, bike rides etc.;
- Practising by a certain category of tourists of extreme sports: parachutism, trips by foot etc;
- The tendency to make an option for more holidays during the year and to stay for a shorter period at the touristic destinations; the touristic groups tend to be smaller and more flexible;

- The growth of demand and consumption in the religious and cultural tourism;
- A return to nature in the rural, unpolluted areas: agrotourism, the "green" tourism.

4.3. Supply and Production in Tourism

These are some of the characteristic features belonging to the supply:

- The supply's immobility which in order to demonstrate its utility by consumption presupposes the consumer's shifting in its basin.
- The impossibility to stock supply, that is to adapt it quantitatively at the demand level from each period. This causes, in the case of an inequality between supply and demand, major losses for the touristic operator due to the perishability of the touristic services.
- The rigidity in placing the capacities of touristic production which are located in the area of the attraction element.

Pointing out the value of the touristic supply presupposes important investments for the touristic dotation destined to the functional elements (hotels, motels, restaurants, bars, pensions) and recreative ones (pools, fun fairs, show rooms).

The touristic supply cannot be standardized due to the diversity and the heterogeneous character of the touristic services. These are particularised according to the specificity of the environment in which they are individualized by each tourist.

Moreover due to the diversification of the touristic motivations the range of services can become unlimited.

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