

SOME ASPECTS OF COMMUNICATION STRATEGIES USED IN TOURISM

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Abstract. *Communication, behavior and organizational culture are factors that determine the company's image both externally and internally. 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 the company. Hospitality and tourism professionals can gather useful information that can be analyzed and used in its policy, operators who provide accommodation to tourists can gather information on customer satisfaction can use various means to promote tourism as a main communication strategy.*

Keywords: *tourism, communication, strategy*

INTRODUCTION

Tourism development in recent years was noticed especially in Europe on a luxury tourism market from last decades, which is based on short voyages. Tourists interested in this form of tourism have high incomes, leisure time considerably, are educated and have sophisticated taste. The terms of tourism and travel are sometimes used as synonyms in terms of tourism activity. In this context, the travel can be defined as tourism, but differs through the fact that it refers to a particular destination or a well defined purpose. The terms of tourism or tourist are sometimes used in pejorative sense, implying the superficial interest for culture or places visited by tourists.

In tourism efficient communication with customers is an essential condition for a successful business, efficient communication between people, between staff and visitors is often the main factor of success in tourism activity. Both in hotels field or tourism in general, there are many groups of people who are involved in the communication process, from these people depends the success of tourism activity, these people are customers, employees, relatives, support organizations, suppliers.

Communication can be of many forms: written, verbal, nonverbal. An important form of communication in tourism is represented by visual and auditory messages from the environment through images and sounds. Communication methods often include the discussion face to face, by phone, mail, internet, those being most commonly used in tourism. Owners of hotels, motels, guesthouses, travel agents can use communication techniques to delight and attract customers and to keep in touch with them.

RESULTS AND DISCUSSIONS

For an efficient communication, certain barriers that may stand in the way of an efficient communication in tourism must be avoided. These barriers could be: stereotypes, technological interference, excess of information, etc.

People from this field should be very careful to nonverbal messages, such as

questioning looks, exasperation from the eyes, or a blankly look with a smile. Information given about hotel, hostel, guesthouse, location must be relevant and important for tourists.

Lack of communication between hoteliers and tourism agencies can lead to poor development in tourism field. A tourism company sells unforgettable experiences, such as a certain atmosphere or maybe a certain way to deliver services.

In the communication process, it must be taken into account the relationship seller - buyer and perceptions of the tourist about the whole leisure stay, meaning on the product and tourism services offered, perceptions that can be: positive, negative and neutral.

Strategic communication is characterized through a vision in order to describe the clarity of the purpose and the direction of communication; it refers to the way of integration of the communication in the business sphere and assumes a cause and effect relationship between the communication activities and achievement of the company's goals.

The communication strategy is the assembly of missions and communication objectives on the one hand and the means, policies and essential plans to achieve them on the other.

The communication strategies in tourism, according to the relationship with the public:

- Internal communication strategies – have as objective the increasing of the performance of each employee by providing the necessary information, achieve the activity, understanding the organization, understanding of the direction in which it is headed, understanding the standards that must be reported;
- External communication strategies - aim the management of the complex communication process of the organization with the external environment in order to communicate and to issue the messages to each other.

Communication strategy is composed from the following manipulation techniques:

- ❖ Strategy of corporation identity is based on presenting physical elements of the company: name, prints, interior and exterior arrangements, brochures, letterheads, business cards, press releases, flyers, buildings, clothing of the employees, company cars, etc .;
- ❖ Strategy of image of the company (the company image means all perceptions of the public or of some public category about the company in question);
- ❖ Strategy of product/brand.

The efficient communication strategy in tourism should follow the following points:

- ❖ Access to the information and staff development;
- ❖ Understanding of the own role in implementing the strategy and the impact that it will have at one point on the employee;
- ❖ Understanding the impact of the strategy on customers;
- ❖ Teamwork maintaining a permanent efficient communication;
- ❖ Communication plan;
- ❖ Choice of suitable communication channel, according to the message and audience;
- ❖ Feedback.

The professionals from hospitality industry and tourism field gather all sorts of information that can be analyzed and used in making purchasing decisions. Collecting information is a type of communication which includes: verbal, non-verbal communication, written communication and listening process.

Operators which provide accommodation of tourists can use the information to make

decisions related to: satisfaction of customer needs, marketing for different categories of customers, their favorite activities, etc.

Methods of collecting information that influence the decision making in terms of comfort and customer satisfaction are the following:

- Suggestions/complaints book of clients
- Polls of views
- Conversations
- Register with dates about customer
- Receipts, invoices and other documents
- Observing the customer behavior.

The communication in tourism is considered a part of the professional culture. The communication, behavior and organizational culture are factors that determine the company's image both externally and internally; within the organization frame there is a culture that dominates and many subcultures that manifest themselves regardless of size, field of activity, organizational structure, performance, technology etc.

In an organization there are many subcultures according to professional training, meaning economists, chefs, and lawyer's subculture. The professions are qualified occupational groups, assuming certain characteristics such as:

- Professionalization is a process that can influence any occupation in a greater or lesser degree because the skills and attitudes are obtained through a lengthy training process, they being supported by information.
- The professional is a person who:
 - Has recognized authority because of higher knowledge;
 - Enjoys social support and approval regarding the exercise of the authority;
 - Obeys to a code of ethics governing the relations with clients and/or colleagues
 - Is an actor of the culture established by the organization
 - It is an integral part of both business organization and also professional associations.

Communication represents a fundamental element of human existence and also the indispensable element for the optimum operation of any tourism agency.

The need of players from the tourism market to create a good image, to have their own communication structures, represents a primordial necessity in order to achieve the proposed purpose. A tourism agency, for example, without a good image is considered to be one with an uncertain future. In principle, communication activity of the tourism agency may be considered to be efficient or inefficient. It is considered to be inefficient the communication of whose language is not understood by the recipient. The communication is efficient if the message sent can be deciphered and understood by the recipient.

Marketing communication represents a strategic advantage in the case of the travel agency operation in a highly competitive environment. The survival condition of any institution is its ability to adapt to changes that occur, and this thing can only be achieved only through an intense and competent communication, in order to determine a certain attitude or a certain behavior of consumers.

Particularly important is the communication with own staff through which ensures an effective way of information, education, training and motivation by creating a climate that encourages the exchange of information, views, ideas in order to ensure satisfaction in work and productivity.

Through the signals emitted towards its audience, an institution tries to determine the

maintenance, change or forming some attitudes or behavior and of the products or services that it offers. It is sought a long term change in buying and consumption behavior.

Strategic communication has developed very much due to increasing of the competition, due to the launch of new tourism services on the market and due to its desire to differentiate itself from the competition offers.

CONCLUSION

The communication strategy used by tourism institutions/firms represents a set of interdependent decisions through which is set out the objective of this activity and the allocation way of resources to achieve those objectives.

Strategic communication is subordinated to the company's marketing strategy, and through the decisions taken in the communication activity must be supported the achieving of the marketing strategy goals.

When it prepares the communication strategy should be taken into account the following elements: the objectives of marketing activity: sales, profitability, market shares, target audience targeted by the company and its products, the place of the company and products offered in relation to competition, budget for marketing activities, the distribution way of the budget by elements of the marketing mix.

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