

INFORMATION DOCUMENTS – PRIMORDIAL INSTRUMENTS IN TOURIST COMMUNICATION

Associate Professor Ph.D. Maria Carmen IORDACHE
University Assistant Ph.D. Candidate Ionela RIZEA
University Assistant Ph.D. Candidate Denisa PARPANDEL
"Constantin Brâncoveanu" University of Pitești

Abstract:

Tourist information proved to have an important influence on the choice of holiday destinations. An important category of promotional means used tourism as a source of information is a tourist information documents in which graphical advertising has a great importance. In a harmonious combination between an informative text and a picture suggestive of its different forms (flyers, brochures, catalogs, guides and tourist maps, posters and billboards, advertisements in the press) visualize products of interest.

This article highlights the importance of tourism information documents on the selection of destination, the requirements and recommendations for their design and the need arrangement advertisement to increase its impact on potential tourists. Tour operators in cooperation with advertising agency, choosing one means of communication and advertising medium itself, according to market research conducted, the production capacity or area of interest to prepare an advertising campaign, the level of tariffs and the type of benefits offered, the type of tourism product offered and the target market segment targeted.

Keywords: promotion, print advertising, advertisement, photo

Introduction

Promotion activity, in fact, a business communications company interest, embodied in a transmission-reception of various information between businesses and environmental or external. Modern companies have complex communication systems, it accomplished in various ways and feedback type mechanism.

Communication system in tourism objectives concern:

→ outside the company:

- use of multiple and varied forms of information and incentives to attract potential customers in order to seek the company and its supply, processing nonconsumer potential relative to consumers;
- the challenge of favorable changes in the behavioral mechanism

of potential clients, making the latter - through various methods of persuasion- the actual customers.

→ within the company: - inform their employees carefully and know their opinions and desires.

Campaigns that are intended to inform consumers about the different tourist destinations was one of the responses of firms of interest to the rising expectations of consumers on products and services of interest and demand for such diversification, so the campaigns of this kind bring to the fore features defining the attractiveness of tourist destinations, from the natural, cultural or social, suggesting that consumers may benefit most from all this (only) by calling the products and / or services of travel agencies.

Printed advertising is one of the

most common ways to implement advertising campaigns carried out in tourism. In essence, they involve the creation and dissemination of printed promotional materials to target audiences identified in order to achieve specific communication objectives of all three levels: cognitive (reputation), affective (attitude) and behavioral (purchasing behavior and consumption).

Tourist Information documents - in print media advertising

The tourist advertising, is leading the primary role they have tourist information documents (leaflets, brochures, guides, catalogs) in terms of degree of use, usefulness and effectiveness, which are designed and distributed by agencies, units accommodation (individual or hotel chains), transport companies, resorts and tourist areas, tourism offices. This explains, moreover, why the printing and distribution costs of catalogs and brochures have, in general, the main share of the tourism marketing budget. They are a necessary expense, as the main sales tool for tour operators (C. Cooper, 1996).

Brochures are advertising materials of great value. They will present in detail various tourist destinations and tourists are consulted during preparation of detailed itineraries (Chon 1991, Hughes 1992, Uzzell 1984, Hopkins 1998).

Brochure is a standard tool of communication in the course of interest (Getz and Sailor 1993), providing potential tourists not only an awareness of the existence of destination, but also information, knowledge and desire to purchase travel products. The main purpose is to "transform" a tourist in the tourist potential owner by the sale of travel services (Crompton 1979; Dille 1986; Stabler 1988).

The brochure is currently the most customary support in actions to promote tourism products through advertising

and special qualities from an economic (Morgan N., Pritchard A., 2000):

- **easily accessible** to potential clients in terms of content (can be printed in any language) and transmission (can be obtained from tourist information offices, agencies, etc., Or can be sent by post to address customer)

- **convenient** and can be examined by the customer together with family or friends, at home, where it has free time and is willing to do so);

- **truthful and surprising**, can present photos and descriptions of various places of interest, infrastructure, etc..)

- **quite advantageous in terms of cost** compared to other media propaganda, and can be multiplied in the country in bulk and then distributed in various parts of the world;

- **can be used for advertising a product so specialized travel** a narrow segment of the market and for the production of **undifferentiated products** of interest to very broad categories of visitors;

In designing a brochure, must take into account the following elements (Iordache C., Cebuc I., Hoarcă D., 2009):

- **information provided** in the content of advertising material must cover the location and access routes units of accommodation, how to contact their degree of comfort, service diversity, published tariffs, the natural characteristics, possible routes, sightseeing in the area.

- it is usually **the specific season pass prices** to have a positive impact on visitors, it is recommended, however, presenting separately the products of interest rates, by inserting some leaflets which allow for changes according to season, the inflation rate, etc.

- **writing in several languages**, translation is better to be provided by specialists in that country, who know

best interest of the tourist areas concerned.

→ **illustration** to highlight the architecture and the interior structures of delivery, recreational opportunities, attractions, and environmental elements;

→ **a quality photo** reproduced properly in terms of graphics, has a tenfold value to the best text possible, however he would excel in superlatives, the description of "corner of heaven" unprecedented in the world etc..

→ **the text should have an equal role to that of photography**, so he is in the work of two people's art: the artist photographer and writer.

After reading the brochure, the reader should be able to provide three benefits will be if they consume the product, to describe the key features available to it and know the services offered, operating schedules and costs targets. (J. A. Veverka, 1999).

Tourism professionals have found that to be distributed in about 10 tourist brochures to sell a trip. The largest German and British tour operators considered that their objective is a sale for five, six booklets. On the other hand, are producers who are satisfied with results more than modest: a sales brochure 20-25

Travel catalog has each page designed by the same structure: a tourist destination, duration, period of operation, description of program and services of interest, one or two photos (Nedelea, A., 2003). The content of catalogs of interest consultation is recommended and tour operators web page for more information and reservations online, suggestions and questions can be sent to potential tourists via email.

The guides are intended to present the sights of some routes, different holiday destinations including maps, illustrations and sketches of some routes. Examples of such guides, internationally recognized, we can mention: Les Guides Bleus, Les Guides

Verts Michelin Guide du Routard, Rough Guide - including advice and feedback on the quality - price of tourism services provided by various structures of receipt. The advertising tourist activities, many of the guides are running against payment.

Leaflet or flyer designed communication about an event, organizing a trip, opening a travel agency or tourist structures, may have the character of a publicity release, or occasional reminder.

Display advertising is the oldest tourist promotion tool in the field and at the price of this aesthetic qualities. The giant forms (sometimes covering the walls of buildings with multiple floors), up to the minute (such as posters for display case), the poster includes typically a graphical representation showing, without attempting to prove, and requires seen, not read. The following characteristics:

→ may take the form of posters used in some agencies, tourism offices, reception structures, tourism fairs, exposure is also possible billboards or on vehicles;

→ are located in highly circulated places (airports, railway stations, subway stations, intersections, major shopping centers, stadiums);

→ show images containing information of interest exciting and short (eg, address and phone company providing travel services).

Tourist maps are also efficient ways to use printed to advertise different destinations, products and services of interest. Major advantage of these tools is offered by their utility in guiding tourists - choosing a particular route of travel to certain places for accommodation and meals, some tourist attractions to be visited.

Most maps of interest are made as to provide all information about the types of terrain, routes and transport routes (road, rail, sea, air, etc..) Settlements in the administrative area, and their status and demographic existing borders,

sightseeing present (archaeological sites, architectural secular and religious, cultural institutions), the existing tourism infrastructure (hotels and other accommodation facilities, restaurants and other catering facilities, premises and facilities for leisure, tourist information points), health units and various other public service units.

The disclosure (in particular those relating tourism) can be achieved in a technical manner, using symbols and notations established, or in an artistic manner using, if the objectives graphics, or images of their symbolic. Essential for successful use of maps is interest dissemination: normally, these maps are available and can be downloaded free by tourists at the border crossing checkpoints, in shops (especially in the souvenir) Located in the area covered , tourist information points in the stands in railway stations, bus stations, airports and ports to exchange houses in different cultural and tourist attractions in the area covered, etc.. Also, maps can be distributed as promotional material by participating in various tourism agencies in tourism promotional events.

Publicity release estimate the advantage of the opportunities began to be receptive knowledge of circulation, that means the audience is calling knowledge segments of the population whom it is addressed primarily (Nistoreanu, P., V. Dinu, Nedelea A ., 2004).

Advertisements should be sent to them before the tourist season when seasonal demand (eg tourism season), and when units for whose services the request is relatively uniform in time, messages will run throughout the year.

There is a specialized tourist Press, edited by tourism offices and other structures for professional travel agencies and other professionals who have a direct impact on customers (France - Le Repertoire des Voyages, L'Echo Touristique, Italy - Agenti di Viaggi, United Kingdom - Travel Trade

Gazette and Travel News, the United States of America - Travel Agent in Romania - Holidays in Romania).

Signposts fulfill a major role for tour-operators and providers, provide direction as to drive potential customers and make it possible sale of holidays. Linked to these billboards have important: location, legibility, capacity and repeatability explanation provided logo.

In periods prior seasons of interest are organized travel grants, where providers and tour-operators present their offers of interest, to promote and marketing them.

Requirements of effective message in tourist advertising in printed

In determining the content of advertisements, travel agents must take into account the preferences of potential customers to find out before a restricted range of tourism products offered, but the feeling together, properly submitted, that someone else has chosen in advance, selecting the best. Therefore, to facilitate the selection and purchase decision, the theme of the advertising message will be as simple as possible, avoiding long series of proposals and related arguments.

In practice we find frequent instances of tourism due to reduced volume of the budget intended for promotional firms in the industry, are designed advertising community, with a complex topic that brings together messages of travel agencies, hotels, resorts or tourist areas.

Content of advertisements must contain specific aspects of area attractions (landscape, historic sites, monuments of architecture, foundation treatment, beaches, lakes, folklore, folk traditions), the benefits in a resort (favorable climate, sports, media recreational), accommodation (comfort level), the classification categories of accommodation structures (hotels,

campgrounds, etc..) transport conditions, prices etc..

The timing of ongoing advertising campaign requires a good knowledge of different markets in order to issue message of interest within the most favorable decision by potential tourists. For example, while for winter sports holidays are announced in the UK from the end of September, in other countries with opportunities for maximum impact when it is placed at other times, according to national specificities and dates of school holidays.

Specialists in Tourism remember some guiding principles of French journalist David Ogilvy, the advertising message design in tourism (Lanquar R., R. Hollier, 1981):

- ✓ highlighting differences, particularities, tourists travel to gain new experiences, to see what I find in the area of residence;

- ✓ if announcing a tourism product at a very affordable, such information is placed at the top;

- ✓ use of specific facts, specific, avoid generalities, because only the concrete facts can cause a customer to buy without seeing tourism products;

- ✓ present the make of the product as the 'first class', a mediocre ad gives the impression of a mediocre company, appeared reluctant to be contacted;

- ✓ the best argument for sale (price, location for example) should not be hidden, but must be placed in the header ad, otherwise it will go unnoticed among many others;

- ✓ operating any aspect of news about the product;

- ✓ avoid enumeration of a multitude of issues, choosing a theme by proposing something concrete;

- ✓ shooting natives, not tourists, since any local population may seem exotic to those who do not know;

- ✓ intelligent choice of photos and their captions as they are twice as important, more conclusive than the text itself.

Following these recommendations should be added in the same vein, the marketers to develop the text should be away to give him a hard character, like a succession of cool features of the tourist offer. The notice required to be written in a dynamic style, stylish, modern, bore not the recipient, but to capture interest, causing a desire to purchase the product tour. For example, an impersonal advertisement, designed in terms like "the sea is an unforgettable holiday, persuasion has a capacity of less than one forms a direct style, personally," only the sea, the station X, you can spend an unforgettable holiday.

Making an effective promotional activity is possible only by its inclusion on the details of a genuine aesthetic of creative advertising. In this context, the key is to develop image suggestive, evocative power for the benefit of the tourist product. Complementing the text, the image is of special importance by the ability to attract and retain the attention and increase the credibility of the message, giving realize attractions and facilities of consumer interest. Thus, the illustration bears the main role in achieving the desired emotional effect in the presentation of the attractiveness of a landscape, a statue or sightseeing.

Capturing best reader's attention, the photos have to do the tourist potential to dreaming, creating and willingness to provide stay or travel agency proposed circuit (Nistoreanu, P., V. Dinu, Nedelea A., 2004). A single carefully chosen photo is worth more than a set of small photographs, which distract the attention of the receiver. Publication in terms of black and white photographs depicting the tourist destinations can lead to a result contrary to that expected due to their poor reproduction quality (the technique „shell folder”, meaning folder”fad”, without color, is used to try new tourist products, for that the success is uncertain). Instead, choose a publication that uses color photos provide attractive public interest

and suggestion which are indispensable to make it convincing.

Ambient picture propose images private limited, potentially giving the impression that the consumer is expected to destination. She manages to create the image of the dream which causes underlying motivation tourist consumption. In turn, architectural photography is to highlight the environment in which the tourist establishment is located. It is desirable that the images also include tourists to suggest conviviality resorts.

According to some studies found that in over half of the tourist brochures are allocated more than 75% representative images promoted tourist destinations (Uzzel 1984, Dilley 1986; Hughes: 1992, Hopkins 1998, Davies and Bradbery 1999, Dilley's, 1986).

Thus, they created models of sharp, representative for specific destinations: Island type (such as Bahamas, Trinidad and Tobago), dominated by images of coastal landscapes and recreational activities, type the world "old" (such as United Britain, Portugal and Japan), with presentation of heritage buildings or landscape Scotland where images are focused castles and landscapes (Hughes 1992).

Photography is a major force in the handling of images and therefore affect tourism behavior without appearing to

do so (Hall 1982; Woollacott 1982, Uzzell 1984). These photographs provide information to potential consumers of tourism, information that influence their attitude destination. But we should see the tourist a passive receiver of these files, but rather, a public asset, in search of sensation and who wants to acquire as a diversified cultural baggage (Uzzell 1984). Photographs advertising for a destination tourism, to be effective, must be a link between individual motivations, objectives and preferences and target destination. One of the most common reasons for a vacation is to "escape" from everyday environment and work (Crompton J., 1979, Dann G. M. S.,1997).

Color is an important consideration in designing an advertisement in tourism, because it alone can suggest fun, exotic destinations, exciting issues occasioned by the creation of a tourist trip. For example, does not achieve the same effect on the receiver where it can be Las Vegas or Monte Carlo night in black and white or if it is playing in color, lively action and attractions. It considers itself the dominant color that is appropriate for a particular issue or suggestion, if the cruise is advisable to opt for ocean marine blue or green, for submission trips to Ireland - the green, and in Russia - red.

Table 1

Existing tourist slogans on the market

ACCOR	The spirit of smiles
Holiday Inn	The world's innkeeper
Marriot	Where the driven go
InterContinental Hotels Group	Greats hotels, guests love
Club Mediterranee	Where happiness means the world
Thomas Cook	Don't just book it. Thomas Cook it.
J'Info Tours	Traveling with the great!
NET	You know when we know where!
Happy Tour	Where you go before you get anywhere!
Marshal Turism	Any dream can become reality
Sun Holidays	Entrust your holidays professionals

An advertisement in tourism slogan should express its essence in a

concise, expressive, attractive, exciting. He turns his mission remains in memory

when the potential customer and, of course, if it affects decisions.

Also, the graphics of the slogan may use certain types of characters suggestive (eg, letter "A" in Paris can take the form of the Eiffel Tower, the letter "A" may be represented like a sun, etc..).

Regarding the information content of advertising material shows that these advertising media often do not contain sufficient concise and persuasive arguments to highlight the attractiveness of the environment factors of destination and, respectively, the companies of interest. Often the images that accompany the advertisements are invariably arranged hotel rooms with pillows shaped helmet, treatment rooms where a lady in an old robe rub back relaxed, then the slopes, lift, dining room (with towels arranged in the shape of the pillow) including two waiters in a jacket and a trophy hunter, finding all speech is, inevitably: "Hospitality and good taste" or "hospitality".

Conclusions

In their concern to provide potential tourists the possibility to know in detail the structure and content services component of tourism products and to cultivate a more convincing on holiday destinations, travel companies need to provide the complex and multi-faceted potential customers, depending on which market segments are addressed. At the same time, initiated

steps to take in account the fact that the image promoted tourism product is highly influenced by the quality (degree of comfort, class rank) and diversity of services complementary modulation and the degree of attractiveness of the objectives (natural resources, cultural).

It seems also essential to emphasize that message, the entire communication to promote a tourism product to be effective, must be based on research needs and motivations of potential tourists. Tourist image offered to the public to "productive" in achieving the purpose it was designed only to show implication that the subject communication if (a particular product, destination or tourist attraction, a range of services) is adapted to the needs and preferences of tourists. Let me add that, over time, communication actions in tourism are positioned both in the period preceding the sale of tourist product (the objective being to promote its acceptance by potential tourists) and the stage of consumption (when seeking to stimulate marketing of complementary tourist services during the trip or the place of stay).

Tourism marketers should take into account that a picture quality is more than one speech, that following reception of the advertising message, target audience should remember that the objective and passed tourist advertisement must have a unique style to draw attention.

REFERENCES

- Chon, K. S., 1991, *Tourism destination image modification process – marketing implications*. Tourism Management 12 (1): 68–72.
- Cooper C. – *Tourism. Principles & Practice*, Longman, London, 1996, pag.260
- Crompton, J., 1979, *Motivations for pleasure vacation travel*. Annals of Tourism Research 6 (4): 408–27.
- Dann, G. M. S., 1997, *Tourist behaviour as controlled freedom*. In Tourism Research Building a Better Industry, ed. R. Bushell. Australian Tourism and Hospitality Research Conference, Sydney, 6–9 July. Canberra: Bureau of Tourism Research, pp. 244–254.

- Davies, J. and Bradbery, P., 1999, Gender advertisements and tourism brochures. Paper presented at the Australian Tourism and Hospitality Education (CAUTHE) 9th National Research Conference, Adelaide, February.
- Dilley, R. S., 1986, *Tourist brochures and tourist images*. The Canadian Geographer 30 (1): 59–65
- Getz, D. and Sailor, L., 1993, *Design of destination and attraction-specific brochures*. In Communication and Channel Systems in Tourism Marketing , ed. M. Uysal and D. R. Fesenmaier, pp. 111–31. New York: Haworth Press.
- Hopkins, J., 1998, *Commodifying the countryside: marketing myths of rurality*. In Tourism and Recreation in Rural Areas, ed. R. Butler
- Hughes, G., 1992, *Tourism and the geographical imagination*. Leisure Studies 11(1): 31–42.
- lordache C., Cebuc I., Hoarca D., 2009, *Tourism work tehniqne*, Publishing House Economic Independence, Pitesti
- Lanquar R., Hollier R., 1981, *Le marketing touristique*, Presses Universitaires de France, Paris, pp. 89
- Morgan N.; Pritchard Annette, 2000, *Advertising in Tourism and Leisure*, Butterworth Heinemann, Oxford, pp.65.
- Nedelea, A., 2003, *Marketing politics in tourism*, Economic Publishing House, Bucharest
- Nistoreanu, P., Dinu V., Nedelea A., 2004, *Commercialization and output of touristic products*, Didactic and Pedagogic Publishing House, Bucharest
- Stabler, M. J., 1988, *The image of destination regions: theoretical and empirical aspects*. In Marketing in the Tourism Industry – the Promotion of Destination Regions, ed. B. Goodall and G. Ashworth, pp. 133–59. London: Routledge.
- Uzzell, D., 1984, *An alternative structuralist approach to the psychology of tourism marketing*. Annals of Tourism Research 11(1): 79–99.
- Veverka J. A., 1999, *A Practica Guide for Developing Marketing Brochures for Heritage Tourism and interpretive Sites & Attractions*, JVA Technical Bulletin 1999/1
- Woollacott, J., 1982, *Messages and Meanings*. In Culture, Society and the Media, ed. M.Gurevitch, T. Bennett, J. Curran and J. Woollacott, pp. 91–112. London: Methuen.