

THE IMPORTANCE OF MARKETING MIX IN THE DEVELOPMENT OF THE PENSION "THE GARDEN RESORT"

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ABSTRACT

New trends of tourists are targeting to the rural areas, the search of some ideal places for rest and recreation, which is a chance for development of rural areas deprived, contributing to valorisation the potential of the area, raising living standards, job creation employment, economic growth area, decongest crowded tourist areas etc. For a hostel to carry on turist business for purposes of profit, it is imperative that the marketing mix to be well formulated. Analysis of the marketing mix is an opportunity to identify if services meet the requirements of tourists, if their price is accepted, if the distribution of tourism services is most appropriate and whether to offer greater promotion pension.

Keywords: hostel, marketing, marketing mix, tourism, tourist activity.

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Introduction

Located in the center of the country, Moieciu village is an ideal location to spend a holiday in nature, fresh mountain air, with organic products.

The many sights and cultural events added to the huge potential of benefiting village, leads tourists to situate on top positions as a holiday destination. In this context, pensions are in fierce competition can be differentiated by a marketing mix that out of obscurity the pension, in this case "THE GARDEN RESORT".

2. General information about Guesthouse The Garden Resort

The Garden Resort is a 4 stars hostel located in the town of Moieciu, street Drumul Carului, number 56F, Brasov county, in step Rucar-Bran, overlooking Bucegi Mountains and Piatra Craiului Mountains, having as main activity "hotels and other similar accommodation facilities". Pension offer includes:

- accommodation: 1 apartment, 10 double rooms and three twin rooms;
- restaurant service: 70 seats in the restaurant and 70 seats on the terrace;
- café: 18 seats;
- organization of events and banquets up to 80 seats.

The Garden Resort customers are individuals and businesses persons. Individuals have middle and high incomes, are aged over 25 years and come for purpose of recreation, length of stay varies between 3-5 days. Legal persons come, usually, for teambuilding, which manager has arranged a properly equipped conference room with a capacity of 30 seats and a menu accessible from 160 lei / day, including accommodation.

The company's suppliers are legal entities which provide raw materials, goods and services necessary for carrying out the activity. Vendors are numerous, they are: RCS & RDS, Delaco etc. In addition to these, there are collaborations with local producers of milk, eggs, meat, fruit and vegetables for providing natural bio meals that meet the customer's.

Being a highly developed area in terms of tourism, Moieciu, has numerous tourist accommodation establishments, competition is fierce and differentiation from competitors should be significant.

3. Analysis of the marketing mix of THE GARDEN RESORT MOIECIU

3.1. Product policy

The Pension Garden Resort offers travel services for both tourists Romanian and foreign tourists. The services are very complex and are grouped as follows:

- accommodation services. For tourist accommodation the pension provides 30 places: 1 apartment with 2 rooms, 10 matrimonial rooms and three cosmopolitan rooms. Rooms are a pleasant space, soothing warm. Rooms amenities include: bathroom, hairdryer, cable TV with 133 channels, internet wi-fi, air conditioning, hot water, wardrobe, hangers, relaxation space, furnished with chairs and tables in each room.
- restaurant services. The restaurant overlooks the Piatra Craiului Mountains and has a capacity of 80 seats, being intended for both tourists stay, and persons participating in the various events: weddings, christenings, birthdays etc. Outdoors, in continuation of the restaurant, a terrace provides 70 seats with lawn, plants, flowers

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to create a garden. Menus can be a la carte or predetermined and are traditional Romanian dishes, game and seafood.

- recreational services. Accommodation and food services are important, but the modalities to spend time in a stay makes the difference from other tourist establishments and causes tourists to want a return. Realizing this, The Garden Resort Pension made available to the following customers:

- Cafe with 18 seats, Asian-style with expressive paintings, luxury sofas and chairs and soothing music;
- massage services. Inside the guest house is a room for massage, performed by a professional kintoterapeut with the firm working for about a year, and the program is 10-18 every day;
- dry sauna with shower and dressing room, with a capacity of 8 people;
- billiards is a game accepted by most people;
- access to telephone, fax, copier;
- wi-fi;
- cable TV. Today, providing these services is a minin condition for tourist facilities and the guest house The Garden Resort does not deviate from it;
- for relaxation of the guests was a summer terrace, where you can listen to music, you can admire the scenery, socialize, etc.;
- pension provided 10 parking places for tourists;
- organization of events, parties, banquets;
- playgrounds for children arranged inside and outside the guesthouse ensure parents and children a quiet holiday, relaxing, dreaming;
- riding and carriage or sleigh trips in Piatra Craiului Mountains;
- a conference room with a capacity of 30 seats.

Innovation within Pension The Garden Resort is the essential element that helps to differentiation from existing competitors in the Moieciu,. Given that the offer (number of accommodations) is greater than the demand (number of overnight stays) it requires that at all times to make changes to the supply / services to adapt supply to demand imposed. Granting the importance of seemingly minor issues creates added value pension: Pet access, personalized routes, access to the sauna. Pension arrangement Asian-style, exotic, Guesthouse The Garden Resort apart from its competitors, offering rustic landscapes, peasants. Relaxation spaces in each room completes the picture of positive items held by pension.

3.2. Price policy

In setting the price, The Garden Resort Pension consider three key factors:

- application (shown above) if demand is high prices may increase if demand is low, prices should fall;

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- the costs. Creating a successful holiday involves making some spending at least a few days before the tourists arrive on site. These expenses are related to:
 - ✓ maintenance of pension: payment of utilities, cleaning, decorating, salaries, maintenance of green spaces, etc .;
 - ✓ payment of taxes by local authorities;
 - ✓ purchase of raw materials for the preparation of meals: food, tableware etc.
- competition. Daisies number obtained in classification of tourist units obliges the pension to align competitors for 4 stars / stars and pursue eventual changes in rates charged by competitors.

The guesthouse Garden Resort offers services for a fee and free services for its clients, prices are detailed in tables 1 and 2.

Table no. 1. Prices for services offered by The Guesthouse Garden Resort

Nr. Crt.	Service	Price	Comments
1.	accommodation	160 lei/night	breakfast included
2.	meal	20 lei/ breakfast 30 lei/lunch 30 lei/dinner	outside of complete pension
3.	dry sauna	20 lei/30 min	
4.	masaj	20 lei/30 min	
5.	airport transfer	3 lei/km	
6.	horse rides, carriage, sledge	50 lei/h	
7.	menu wedding, christening, wedding	160 lei/person	
8.	teambuilding menu	160 lei/person	including accommodation, meals, sauna, conference room
9.	extra bed	30 lei/night	for children aged over 12 y.o.
10.	the total rental of the guesthouse	2500 lei/nigh	only accommodation

Source: information provided by The Guest House Garden Resort

There are many free services offered to customers, which are presented in table 2.

Table no.2. Free services offered by the Guesthouse The Garden Resort

Nr. Crt.	Service	Price	Comments
1.	conference room	free	only for teambuilding
2.	biliard	free	
3.	dry sauna	free	only for teambuilding
4.	phone, fax, copier	free	
5.	internet wi-fi	free	
6.	summer terrace access	free	up to 70 seats
7.	playground for children	free	
8.	cable television	free	
9.	pet access	free	
10.	cafe access	free	up to 18 seats
11.	accommodation	free	children aged under 12 y.o.
12.	accompanying hikes	free	

Source: information provided by The Guest House Garden Resort

For accommodation services, pension offers three types of rooms: single, double and an apartment. Prices are detailed in Table 3 and are valid until 06/20/2016.

Table no 3. The Garden Resort Pension Rates

Type of room	Seats no.	Price / room	
		L-J	V-D
Single	1	120 lei	140 lei
Double	2	140 lei	160 lei
Apartment	2	250 lei	250 lei

**Rates include accommodation, breakfast and VAT*
Source: www.booking.com/The-Garden-Resort

3.3. Distribution policy

Distribution policy in the case of tourist units involves to ensure completion of the serving process of customers, helping to lay the tourists tenders prepared by the pension (Constantinescu, Gavrila, 2011).

Given the specificity of the tourism product, product policy is inevitable association with the promotion policy, being two very important elements of the marketing mix tourism

In the framework of The Garden Resort Pension, distribution policy involves taking decisions related to pension location, layout and distribution channels. The latter are specialized units (travel agencies classic or online sites to promote tourist units) with experience, with high market coverage tourist, successfully facilitated the exchange between two participants: the owner of the guesthouse and tourist. To be closer to tourists the guesthouse using short channel pension => tourist using modern means of information, namely: facebook, telephone, email, their own site. They help to manage relations, to creating and maintaining of lasting ties between representatives and pension clients. There are several advantages offered to pension a short channel: effective control, timely update of information to the offer, rates, promotions, etc., rapid response to occupancy of The Garden Resort Pension etc. The biggest disadvantage is that not informing a large number of tourists. However, without informing the mass of potential customers, the pension can not increase profits. Therefore, appealed to traditional travel agencies and online environment, companies with rich experience in tourism and promotion, being the most visited sites in Romania. The main benefit is the rapid increase in the number of tourists and the limits are given by the high costs of collaborators.

Storage. Food needed is always done before an event or before the arrival of the tourists, taking into account the preferences of guests. Therefore, to avoid degradation of food, stock consists solely of products absolutely necessary to prepare any meals, these include: chicken, pork, beef, venison, cheese from sheep and cow, stewed, canned, broth, potatoes, onions, garlic, vegetables and frozen fruits.

3.4. Promotion Policy in The Garden Resort Pension

3.4.1. Promotion actions made by local authorities

Promoting tourism in Brasov country is supported by local authorities, aware of its potential that the district have and contributions for the local level through the development of this industry. The Pension Garden Resort was included in the promotion of tourism, as follows:

- The establishment and operation of 10 tourist information centers that offer free the tourists brochures, maps and useful information for visiting all the sights and choose the right place to stay.
- the establishment and collaboration with travel websites:
 - www.turism.brasovcity.ro presents the main attractions of the area, trails, general information, events, district map, virtual tours;

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➤ www.brasovtourism.eu available in Romanian and English, contains accommodation units, transport alternatives, tour operators, maps, events, locations where extreme sports are practiced, projects, cultural agenda;

➤ www.welcometoromania.ro/Brasov. Site to promote Romania in terms of tourism, and for Brasov there is an attractive list of sightseeing, linking objectives, accommodations, restaurants, traditions etc.

➤ www.infotravelromania.ro/brasov.html also shows, sightseeing, describing the village, offers the accommodation units.

- participation in national and international fairs. National Tourism Authority (NTA) annually participate in fairs for promoting Romania, tourist resorts and tenders prepared by each region. Since the beginning of 2016, Romania has participated in 26 international fairs in major cities worldwide. By the end of the year, Romania has decided to participate in another 10 fairs of its kind, held from September to December 2016 in major cities such as Bremen / Germany, Barcelona / Spain, Warsaw / Poland, London / England, Shanghai / China, Wels / Austria, Moscow / Russia, Tokyo / Japan, Dubai / UAE.

- launching the first cluster of tourism inter-regional in Romania, "Cluster Tourism Carpathian Romania" is a "network of innovative organizations profesioanle and development, having as members decision-makers at regional and national experts in machine-tourism in Romania" (www.brasovtourism.eu). The project is based on the national development strategy clusters in Romania, supported by the European Commission. Cluster member organizations pursue the same interests and are: travel agencies, event organizers, NGOs, tour operators, accommodations / suppliers, local and national authorities;

- Create and launch a brand of tourism in Brasov county since 2009, within the International Tourism Fair held in Berlin on 11-15 of March. The brand was developed through cooperation with the Brasov County Council with the Firestarter Communication Agency, with the Agency for Sustainable Development of Brasov County, being coordinated by the Association for Promotion and Development of Tourism in Brasov County (APDT). The logo is colorful and can be interpreted as "be and lives Brasov" or "believe in Brasov";

- the organization of events and cultural activities:

➤ events organized by the Brasov County Council in cooperation with the German Economic Club (DWK) and APDT: Little Oktoberfest, Spring events, Tournament of Cities Christmas Market - Christkindlesmarkt;

- events organized by APDT in collaboration with municipalities and the County Council: "Festival of carol singers" "Be Village", "Festival equestrian and the days of Rasnov", "Snow Festival", "Court Comedian", "Fair Autumn", "Days of Fagaras", "National Festival of Humor - Onions Golden", "Festival winter customs", "Fair spring", "Days of Codlea", "Golden Stag Festival", "Celebration of the Young", "The days of Brasov" "Fair craftsmen in Romania", "Fortress musical Brasov", "Gala Jazz", "Days of Bran", "international Sculpture festival of Bran", "ravishing sheep

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and pastrami and cheese international Festival "," Fair Archangels Michael and Gabriel "etc. (www.brasovtourism.eu).

- putting at the disposal of the guests services main institutions: police, Hospital, Public Service District mountain rescue;
- Coordination of associations and organizations responsible for developing and promoting tourism in Brasov county: branch of the National Association of Travel Agencies (ANAT), the National Association of Tour Guides (ANGT), Association of Ecotourism in Romania (AER), etc.

3.4.2. Promotion actions undertaken by The Garden Resort Pension

The Garden Resort Pension using modern methods of promotion available to all, covering a larger number of potential tourists. Thus, the promotion are:

- printing promotional materials: business cards, brochures, leaflets. These are offered to tourists staying at the hostel; is a method for their loyalty, maintaining relationships with customers;
- advertising on local radio (Radio Special Brasov) and local newspapers (newspaper Your Brasov);
- collaboration with tourist information centers for offering the leaflets for the promoting pension provision;
- development and transmission of invitations to travel agencies, tour operators in the country, organizing meals with traditional and exotic cuisine, wine tastings to create partnerships;
- distribution of promotional materials in the many cultural events held in Brasov;
- inscription named employee uniforms pension;
- placement of a billboard-size 1.2 m × 1.5 m from the main street;
- collaboration with classical and online travel agencies.

Conclusions and recommendations

After analyzing the marketing mix of Pension The Garden Resort, I felt they needed some recommendations to increase the number of Romanian and foreign tourists, to develop pension.

For product policy we recommend:

- maintaining the quality of services at 4 daisies;
- pursuing climate change in recent years, there is a mountain rising temperatures, which reduces skiing season and winter sports, and tourists are turning to other locations. Therefore, I consider it necessary that representatives guesthouse to add in package of services heated pool and Jacuzzi;
- the possibility to rent ski equipment;

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- including in the tourism leisure activities related to household maintenance: taking and processing of milk, meat, fruit picking, feeding the animals, haymaking, crafts, craft activities, etc .;
- conducting recreational activities: Catering sheepfold, fishing, hunting, hiking, equestrian tourism, bird watching, etc .;
- creating travel packages for a few days, every day be other activities to attract tourists.

For pricing policy:

- discounts in low season to get the minimum income for survival;
- for reservations made 1-2 months prior to offering one night accommodation or discounts;
- maintaining prices at competitors levels.

For distribution policy, The Garden Resort Guesthouse must also switch to distribution channels with high impact on some groups of potential tourists, these are:

- institutes syndicates which annually provides tickets, discounted prices and other facilities members having experience in promoting tourism relaxation;
- local companies that aim the practicing of social tourism for the disadvantaged population ;
- large companies can give employees incentives, prizes vacations in the mountains or teambuilding;
- associations of sportsmen, pensioners, clubs, religious groups for the tourist routes.

Promotion actions to be taken by the pension:

- attracting tourists by organizing exhibitions of traditional folk art (pottery, weaving, knitting, etc.);
- participation in tourism fairs in the country and abroad;
- incentive tourists flock to recommend the guesthouse acquaintances, friends, family;
- collaboration with the Pensions Association of Romania, which implemented the project "Promoting Intelligent Pensions". For a price of 200 lei, the offers of The Garden Resort get to the 10,000 people by email, benefit from promotion on facebook, forums, holiday ideas, travel websites;
- appearances in magazines and newspapers tourism, such as: Shop Traveller Magazine, Newspaper Travel Club, Travel Advisor Magazine, Country Vacations Magazine, Magazine Ski Skipass, Tour.ist Magazine, Magazine Romania Picturesque, Romania HoReCa Magazine, online Magazine Millenium Travel, Magazine Travelweek.

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