

## PARTICULARITIES OF COMMUNICATION IN RURAL TOURISM

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### **Abstract**

*The social aspect of rural tourism enhances its value as a communicative process because Tourism is an industry with a difference. There is an undeniable exchange between places and people. This exchange is what is meant by communication. Communication happens at many levels (even for one single action), in many different ways, and for most beings, as well as certain machines. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the sender. Thus, communication is a two-way process. The interaction of the tourist with the places he visits and the people he meets is therefore, a form of communication in which both the visitor and the visited form a communication cycle. A considerable amount of weight age is given to the power of impressions on the mind of a person living in the twenty-first century. One of the most important aspects of rural tourism is the communication of the impressions created in the minds of tourists. These include non-verbal aspects - sights and sounds communicate a general impression-- and the verbal aspect of communication-- language plays an important role in creating impressions.*

**Key words:** communications, language plays, recipient, sender

### **INTRODUCTION**

Tourism is an important sector of the global economy and it has a permanent upward trend both nationally and internationally. The tourism industry align a varied range of public and private enterprises, which are generating economic and social benefits, new jobs for different categories of employees, providing more opportunities. The touristic industry is highly fragmented and consists of various small and large businesses, both public and private sector. Its evaluation requires coordination, investment, training and marketing and all this lead to coordination between the Government, local authorities, companies and travel agencies[1].

Tourism is an economic activity which reflects on most social sectors. This fact should realized by target institutions and the entire population. It became imminent to denote that the tourism is not related just to persons who spend their yearly holidays, but by provided services it can have a positive impact on the society. The necessity of the sustainable economic development reveals

more the importance of a strategy developing and agreeing, of which ultimate goal is to not affect negatively the natural and anthropic tourism potential, but to be protected for the future generations' common well.

The country's touristic product is a complex environment, both natural and created by humans (heritage, culture, activities, and services for visitors).

Rural tourism enjoys a great popularity. Rural agricultural communities and picturesque villages are an important source of provided services of traditional, rural accommodation, of providing opportunities for involving visitors in rural activities and pursuits, for folklore, entertainment and traditions acquaintance. It also deals with the presentation of handicrafts, with the possibility of participation in the work process and offers opportunities to purchase handicrafts[2].

A tourism enterprises success correlated with a lasting customer's and other beneficiaries satisfaction is all-in-one connected to the communication process. In tourism, the effective communication with customers is

essential for a successful business. Hence, the most worldwide popular touristic companies are faithful in keeping to customers' communication stages, omitting to do it, just to satisfy their own desires.

According to the role and importance of communication in tourism, we can mention that advertising or promotional communication is the most important form of communication that connects the emitter - travel agent and receiver - the customer.

## MATERIALS AND METHODS

The papers is based on the actual legislation, literature, report on the strategic development of tourism published by the Agency of Tourism of the Republic of Moldova, other sources and our opinions regarding particularities of communication in rural tourism.

## RESULTS AND DISCUSSIONS

Within rural tourism, there are varied groups of people who are involved in the communication of touristic activity, such as: tourists, whose behavior can be analyzed by themselves unto other travelers or to the local population; habitants or local population; touristic activity trader; abet organizations, etc[3].

Communication represents many forms: written, verbal, nonverbal. An important form of communication in rural tourism is represented by visual and auditory messages within the environment[4]. Guest houses, hotels, motels, travel agencies owners can use various communication techniques to delight customers.

For an effective communication, it must be kept within a proper function, even if sometimes it is imperiled by some bottoming, barriers, which create a big problem. This is asserted by the impossibility to convey what we want to express, or by incapacity of picking-up the correct message by the receiver. For a problem to be solved is necessary to know, indentify, compliance, accept it and to pass some levels and strategies for situation optimization. It

expresses the base of human relations, expressed by the ability of decoding the meaning of achieved social contacts. This relationship is achieved through language, because language is the function of language use in regard to other people[5].

Effective communication between travel agents and customers should keep to truth, accuracy and honesty, which are the most important features, thus it will encourage the mutual respect within messages.

Advertising or promotional communication is the most important form of communication in tourism. The rural tourism approaches all kinds of advertising. It is one of the five important tools which are used by travel companies for a fully persuasive communication orientation to customers and other target audiences. We define advertising as any form of transpersonal presentation and ideas, goods or services promotion, which are paid by a well-determined sponsor[6].

Those who spend money for advertising include not only companies, but also museums, social and professional organizations, which use the advertising to promote their ideas and principles to inform various targeted audiences. Advertising is used within all countries and in all spheres of activity. In tourism, it conveys the information about tourism, about products and services offered by travel companies. Advertising takes many forms (national, regional, expendable, industrial, retail, by product, by brand, institutional, etc.), being intended to ensure varied goals achievements (immediate sales achieving, brand recognition procurement, particular brand strengthening preference).

Making decisions on advertising is a multi-stage process and consists of assessing aims, decisions-making on the budget, on the message one, decisions-making on the means of advertising sharing and advertising efficiency evaluating. Advertising users have to define clear objectives, namely to assess whether the advertising role is to inform and determine the customers. Decision-making regarding advertising means, involves a clearly definition of objectives related to the sphere of activity, the frequency of occurrence

and impact; the main means choosing of advertising, specific tools selecting[7]. Thus, we can mention that an advertising campaign evaluation involves effect assessing of communication between tourism companies and customers.

Character of rural tourism advertising is unstable and even invisible, which makes advertising to take a permanent character due to imposed changes. It is preponderant symbolic than descriptive, present an emotional image and means of suggestion. It also expects to convert people's dreams into action. Ideas visualization is very important for advertisements. The image has an important role in advertising oration: well chosen models, the suggestively framework, blazes, positive mood, and bright graphics.

Possible targets of advertising in rural tourism are: to inform the market about a new particular tourism product apparition, to acquiesce the market with price changes, to describe available services to travel or other agencies, to emendate erroneous impressions. Among the main objectives of advertising, also there can be notice the buyer's fears, the positive images creation of touristic companies, consumer preferences inducing for specific tourism, and also the reorientation consumers encouragement for claimed products. It can be also included in the list of objectives the modified perceptions of product attributes, buyer's persuasion in an instant product purchasing and to accept a salesperson visits.

Any advertiser aims to remind buyers that they might need this product in the near future, could inform them where they can purchase the product, and not least at all, he/she could maintain the buyers attention on the product, also out of season.

Travel companies prefer to use different advertising channels, in order to get on desired audience: outdoor - billboards, LEDs; mass media - radio, TV; print - catalogs, magazines; on-line - on specialized or most popular sites[8].

Press advertising is the most requested by sponsors, and it has following advantages, such as: the credibility, accessibility, low prices and negotiability.

Radio is a short-lived advertising, auditory memory is less than the visual one. It applies to a receiver intense imagination. The first 3 seconds are very important for a message and the content, for those who hear the advertisement or the commercial.

TV advertising is the most effective advertising method. It uses a complex of communication means. This is one of the effective forms of wholesale communication, the best one for distributors and consumers. Within this type of advertising is taken into account during spot manufacturing, several crucial aspects, specially: the audience cleverness, its high level of culture, its rich imagination and taste. In order to achieve this, the public must be seriously informed about the presented products and about choosing the ways of displaying.

The televiewer should be perceived as a potential buyer. TV advertising should emphasize the individuality or the mark, has more advantages for the buyer, and invokes even emotions. For rational and emotional public involvement, the advertising should have a brief message, avoiding overloaded information, and before being launch, the spot must be tested.

Posters and billboards existing a very long time and they have become an industry after printing invention. They should be exhibited in special places. They should have large sizes, concise, and with great impact on the audience. Posters, billboards and flyers advertising is used in order to catch an ample public attention on the target products. Chastity is their particularity.

Text's message advertising necessarily contains, a set of arguments applied to features and benefits prominence of the touristic product. Expressions which are used are prescript to be simple, suggestive, directly, emphasizing the clichés and collocations. The advertisement must fill up the image which is able to catch the attention and make the message to be comprehended, giving a bidding competence.

The slogan is also very important and it must be concise, expressive, attractive and exiting.

Main promotional communication's elements are: who are going to be the advertising

campaign aim; which will be the message; what is the main psychological motivation and how it will be displayed; where the advertising will be placed, when it will be broadcasted and quite how the aim was achieved[9].

## CONCLUSIONS

In conclusion, we can say that rural tourism should become an essential element not only for economic society development, but also for its cultural and social advancement. It can create the opportunity of unemployment allowance and can broaden among inhabitants' point of you, becoming "a window to the world", educational factor and not lastly - a source of means of subsistence. Compliance of rigors mentioned above, are establishing a successful communication subject in tourism, otherwise it will not be achieved.

It is well known fact that the basis of any successful human interaction is good communication. But there are situations where communication is difficult or impossible, because of language, culture and ethnic big differences. In these situations we must be pervious to other signals diffuse by the emitter during a conversation: mimics, gestures, voice tone, postures, etc. An accurate perception of these signals can be compared with the interpreting of indices that will lead to the desired result. In these cases, nonverbal language comprehending will surely facilitate the communication process[10].

The communication rules keeping within rural tourism will be one of the most important components of comprehending and collaboration between customers, employees, support organizations and suppliers. Overtaking barriers in communication is the way toward professional success of touristic agencies. The efficiency with which travel agents will manage to overcome these barriers depends on each agent in part, on wishes, on the will, on aspirations and each client personality.

Regardless of the outcome, we must not forget that the success secret is possible for

everyone to get and it comprise in good communication.

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