
PROMOTION AND MARKETING OF BUCHAREST - PRAGUE TOURS

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Abstract

This paper has as its theme the marketing and promotion of tourism circuit between Bucharest and Prague, unique area in the world because there is a harmonious combination of potential natural and cultural values and historical tourism which attracts many tourists. Also due to the geographical potential tourists coming to Prague can practice sports activities both winter and summer. Both natural resources and the human touch are important sights to attract more tourists in the area, and in Prague, the potential exists.

Key words: cultural tourism, marketing, potential, promotion, tourism circuit.

INTRODUCTION

To attract more tourists are practiced forms of tourism such as rural, cultural and environmental tourism.

Rural tourism has become slowly but consistently especially tourist markets in economically development of some countries. It is not a new phenomenon, with a long tradition in some European countries such as Switzerland, Austria, Sweden, where the link between rural households and travel the world, has always been pronounced. In Romania, unlike other developed European countries, the village has retained much of authenticity remains a well-integrated organization, based on many traditions and shared experiences in which every individual feels about the community to which it belongs [1].

Eco-tourism has its beginnings in North America in the mid-1980s as a result of tourism development wildlife lovers, in the most fragile and withdrawn the planet. National Tourism Authority of Romania has a concrete program of eco-tourism development, protection and conservation of natural and human tourism resources who is done in European programs aimed integrating in this way in the structure of the European Community [2].

Cultural tourism is currently part of an extraordinary development and diversification, both at European and international level as a result of political and economic opening of Central and Eastern European countries on the one hand and, on the other hand, due to competition between countries associated with ancient traditions in the form of tourism. Being specific countries with large tourist predispositions: natural and man makes can be found in our country. This is one of the reasons we chose for this circuit, the main form of tourism to *cultural tourism*.

MATERIALS AND METHODS

- ITINERARY: Bucharest - Pitesti - Arad - Budapest - Szentendre - Bratislava - Brno - Prague - Dresden - Karlovy Vary - Vienna - Budapest - Arad - Sibiu - Pitesti - Bucharest
- Price: from 275 euros per person
Duration: 7 DAYS
- Departures: 26.04, 7.06, 12.07, 2.08, 16.08, 30/08/2014.
- Total distance traveled: 3304 km

Almost forgotten during the communist period, Prague has become a major tourist attraction, since 1989, for travelers keen to discover the Gothic beauties. Old Town and the New One are merged into a unified

beauty, dominated by the Charles Bridge, Prague Castle and the red roofs, unmistakable [12].

RESULTS AND DISCUSSIONS

Price Analysis

175 Euros + 100 Euros (payable mandatory agency in Romania) for cruises Vltava (Prague) and Danube (Budapest) + trips (without tickets) to: Danube Bend, Karlova Vary, Dresden Castle Konopiste.

Notes - people who register themselves and the agency cannot find a partner will not pay the *single* difference.

Services included

- Romanian guide services
- 6 Bed and Breakfast in Hotels 3 *
- Transportation by air-conditioned bus 2 *, street and parking fees.

Services not included

- Tickets for sightseeing (museums, places of worship, etc.) and any guides for them.

Tours and transfers:

- *Venice Prague* - Cruise for 45 minutes. Prague channels: 12 Euro / person;
- Cruise on the River Vltava, 1.5 hours: 17 Euro / person;
- Prague Panorama - city -tour by bus, 2 hours: 18 Euros / person;
- City Tour Hop on- hop off ticket valid for two days (one hour cruise on the Vltava included): 25 Euro / person;
- Fountain Křižík - access to the spectacle included: 26 Euro / person;
- Grand City Tour - bus tour (3 hours): 28 Euro / person;
- Cruise on the River Vltava, with lunch (2.5 hours): 28 Euro / person;
- Cruise on the River Vltava, with dinner (3hours): 33 Euro / person;
- Grand City Tour of Prague Castle and the Vltava cruise: 36 Euro / person;
- Bohemian Glass Factory: 38 Euro / person;
- Prague by night, coach and cruise tour (4 hours): 49 Euro / person;
- Trip to Karlovy Vary (9.5 hours): 61 Euro / person.

Total approximate price: 427 EURO

To qualify for discounts, trip must be paid in

full upon registration [9].

Overview itinerary

DAY 1 - Sunday, 06.15 pm, presentation for embarking to the marketplace in Bucharest North Station. 6.30 Time - travel route Pitesti - Sibiu - Arad. Accommodation in Budapest - Szentendre. 851 Kilometers driven.

DAY 2 (breakfast). Trip to the Danube Bend: Szentendre (touristic town), Visegrad (Castle outside - the former residence of King Matthias, panorama - Danube Bend) , Esztergom (Cathedral - coronation place of the kings of Hungary and millennial center of Catholicism, view on Valley Danube and Slovakia - town Storovo). Travel to Bratislava - visiting Coronation Church of Maria Theresa and the Danube promenade. Stop (30 min.) in Brno. Accommodation in Prague. 549 Kilometers driven.

DAY 3 (breakfast). Praga- tour by bus, traveling to Prague Castle, and pedestrian promenade: Sts. Vit, Loreta Monastery , Golden Lane, Mala Strana neighborhood , crossing the Charles Bridge, Old Town Square (City Hall clock Saints) neighborhood and Hebrew Wenceslas Namestie (luxury shopping area). Leisure. Cruise on Vltava. Optional (€ 35 - if paid the agency in Romania at least 21 days prior to departure or € 45 - if paid in the trip); evening Prague with dinner (with drinks) and artistic shows. Accommodation in Prague. 54 Kilometers driven.

DAY 4 (breakfast). Travel (150 kilometers) in Dresden. Stop (2 hours) to visit the Zwinger Castle and the city center then moving (178 km from Dresden) in Karlovy Vary (stop 2 hours) - Czech pearl stations. Accommodation in Prague. 458 Kilometers driven.

DAY 5 (breakfast). Trip (40 km from Prague) for visiting Konopiste Castle (castle tour 45 minutes). Go to Vienna - bus tour route: Big Wheel in the Prater (stop), UN Headquarters, Danube Tower, crossing the Danube and Vienna ring (Opera, Art Museum, Maria Theresa Square, Parliament, City Hall, University Burgtheatre). Pedestrian floor Vienna Heroes Square, Hofburg Palace, St. Stephen Kärtnerstrasse and shopping streets Graben, Plague Column. At 21.30- departure

by bus to the hotel. Accommodation in Vienna. 331 Kilometers driven.

DAY 6 (breakfast). Visit the Schonbrunn Palace, or, for tourists who don't visit the palace, walk in the park and palace gardens. Free time in Vienna. Visit at the choice: Hofburg museums, Museum of Art, Museum of Natural Sciences, Capuchin Crypt [3]. At 14:00, traveling at Budapest - it through to landing in a short coach tour (can be seen): Danube, Castle, Fisherman's Bastion, Chain Bridge, Parliament, Elisabeth Bridge. After the tour, cruise (includes boat, local guide and one glass of champagne) on the Danube by night (optional 18 € - payment on the trip, gala dinner buffet with drinks and music). Accommodation in Budapest. 243 Kilometers driven.

DAY 7 - Saturday (breakfast). Continue on Route Hungary - Arad - Deva - Sibiu - Pitesti Olt Valley. Check (in normal conditions: weather, traffic, customs formalities, etc.), about 23 o'clock in Bucharest - Northern marketplace Station (Route Griviței - subway grate - Museum CFR). 818 Kilometers driven [5].

Main Attractions

1. Budapest-Szentendre

On the route between Budapest and Szentendre we operate the large size riverboat MS Hunyadi. The MS Hunyadi has two decks for maximum 600 passengers. On the main deck we operate a buffet. In the low seasons and in case of low water level we operate medium sized riverboat(s) with buffet and two decks for maximum 250 passengers.

Szentendre is a small baroque town at the gate of the Danube Bend, at the meeting place of the river Danube and the Pilis hills, in a beautiful natural setting [11].

2. *Bratislava* is the capital of Slovakia and, with a population of about 500,000, the country's largest city. Bratislava is in southwestern Slovakia, occupying both banks of the Danube River and the left bank of the Morava River. Bordering Austria and Hungary, it is the only national capital that borders two independent countries.

Bratislava is the political, cultural, and economic center of Slovakia. It is the seat of

the Slovak president, the parliament, and the Slovak Executive. It is home to several universities, museums, theatres, galleries and other important cultural and educational institutions.

The history of the city has been strongly influenced by people of different nations and religions, namely by Austrians, Czechs, Germans, Hungarians, Jews, Serbs and Slovaks (in alphabetical order, not by significance). The city was the capital of the Kingdom of Hungary, a part of the larger Habsburg Monarchy territories, from 1536 to 1783 and has been home to many Slovak, Hungarian, and German historical figures [7].

3. *Vienna* is the capital and largest city of Austria, and one of the nine states of Austria. Vienna is Austria's primary city, with a population of about 1.757 million (2.4 million within the metropolitan area, more than 20% of Austria's population), and its cultural, economic, and political center. It is the 7th-largest city by population within city limits in the European Union. Until the beginning of the 20th century it was the largest German-speaking city in the world, and before the splitting of the Austro-Hungarian Empire in World War I the city had 2 million inhabitants. Today it is the second only after Berlin by German speakers. The city lies in the east of Austria and is close to the borders of the Czech Republic, Slovakia, and Hungary. These regions work together in a European Center border region. Along with nearby Bratislava, Vienna forms a metropolitan region with 3 million inhabitants. Apart from being regarded as the City of Music because of its musical legacy, Vienna is also said to be "The City of Dreams" because it was home to the world's first psycho-analyst – Sigmund Freud. The city's roots lie in early Celtic and Roman settlements that transformed into a Medieval and Baroque city, the capital of the Austro-Hungarian Empire. It is well known for having played an essential role as a leading European music center, from the great age of Viennese Classicism through the early part of the 20th century. The historic center of Vienna is rich in architectural ensembles,

including Baroque castles and gardens, and the late-19th-century *Ringstrasse* lined with grand buildings, monuments and parks.

The city was ranked 1st globally for its culture of innovation in 2007 and 2008 and fifth globally (out of 256 cities) in the 2011 Innovation Cities Index, which analyzed 162 indicators in covering three areas: culture, infrastructure, and markets. Vienna regularly hosts urban planning conferences and is often used as a case study by urban planners. It attracts about five million tourists a year [8].

4. *Prague* is the capital and the largest city of the Czech Republic. It is the fourteenth-largest city in the European Union. It is also the historical capital of Bohemia. Situated in the north-west of the country on the Vltava River, the city is home to about 1.24 million people, while its larger urban zone is estimated to have a population of nearly 2 million [10].

Prague has been a political, cultural, and economic center of central Europe with waxing and waning fortunes during its 1,100-year existence. Founded during the Romanesque and flourishing by the Gothic and Renaissance eras, Prague was not only the capital of the Czech state, but also the seat of two Holy Roman Emperors and thus also the capital of the Holy Roman Empire. It was an important city to the Habsburg Monarchy and its Austro-Hungarian Empire and after World War I became the capital of Czechoslovakia. Prague is home to a number of famous cultural attractions, many of which survived the violence and destruction of 20th-century Europe. Main attractions include the Prague Castle, the Charles Bridge, the Old Town Square, the Jewish Quarter, the Lennon Wall and Petřín hill. The city boasts more than ten major museums, along with numerous theatres, galleries, cinemas, and other historical exhibits. Its rich history makes it a popular tourist destination, and the city receives more than 4.4 million international visitors annually, as of 2011 [4].

CONCLUSIONS

For tourists being attracted to spend their holidays in the mountains or the sea, in the

country or outside, have available to them a range of travel services to travel agencies. So we can say that the tourism product is considered to be the result of associations, interdependencies between activities of an area (resources) and facilities (services) offered to the buyer.

A company should always know what are the tourists' requirements to constitute an offer of products and services suited to the tourist market. So either way planned trip or just weekend or long term or tourist circuit, as in our case, travelers should have as much information about offers and locations to which their attention.

Promote our situation was made particularly advertising campaigns aimed at informing tourists of actual and potential existence of different products and services and increased demand for the company's offer [6]. Institutional advertising is a form of promotion that aims to support, among targeted segments of tourists travel firm, mainly highlighting its purpose and values promoted in close connection with the desires and needs of consumers aiming to eventually create and develop a positive image company. The circuit made this theme envisages attracting more tourists through bids and services.

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