

SECTION ECONOMICS, BUSINESS ADMINISTRATION, TOURISM
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PROMOTION IN TOURISM: A BRIEF HISTORY AND
GUIDELINES OF THE NEW COMMUNICATION PARADIGM

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Abstract: *Promotion has been and it is considered by famous authors as the key to any successful business in tourism. This fact reveals the need for this activity in any tourism business, at any level. The literature associates the promotion activity with the marketing activity but the practice has shown that the promotion can take place in the absence of a marketing plan or a promotion strategy. Moreover, promotion in tourism is closely linked to human activities without being able to specify an exact moment in history when these activities began to take place. Thus, this paper aims to make a journey through history to mark the moment of the promotion as an individual activity, which is interfering with the marketing activity. At the same time, by reviewing the specialized literature, this article wants to make the transition to the new communication paradigm, identifying the guidelines and its implications at the level of the tourism enterprise. The article presents the results of a theoretical, qualitative research, creating the theoretical framework for the development of tourism promotion, from antiquity to the present based on the review of the literature. The conclusions of this research highlight the contrast between the first manifestations of the promotional activity, the characteristic elements of the old paradigm and the new communication paradigm.*

Keywords: emergence of promotion; tourism; the new communication paradigm; literature review

JEL Classification: M37; Z32

1. Introduction

Promotion is considered the key to any successful business in tourism (Witt, Moutinho, 1999). This statement emphasizes the strength and necessity of this activity in any tourism business. In 1972, Lasseigne defined promotion as the

totality of expressions and techniques used by a company to attract, convince customers and communicate value, being an element of the marketing mix that has its origins in business dynamics. Over time, the promotion activity receives new values. This requires the implementation of new techniques and becomes part of human communication. Although from a historical point of view, the writings do not mention the moment of the promotion of tourism, this paper aims to draw a parallel between the moment when the promotion appeared as an independent activity and the appearance of the tourist activity, thus outlining the general framework of this trial. Subsequently, it is desired to take a journey through history and make a brief review of the existing stages, orientations and influences, finally reaching the analysis of the new communication paradigm. This article is the result of a close review of the literature, which is the key research method. Regarding the objectives of the paper, they were set as follows: O1: Realization of a conceptual framework and identification of the moment when tourism promotion appeared, O2: Realization of a conceptual map of the evolution of tourism promotion from the old paragim to the new communication paradigm in tourism, O3: Identifying the values of the new communication paradigm and the way / techniques of implementation in the tourism sphere.

Therefore, the two major chapters will try to point out the elements taken as a benchmark in terms of objectives. As part of human communication, promotion is used with the intention of promoting both the products and services of a business but also the places and destinations, ideas or people. Promotion is a key element in differentiating the products / services of a company in fierce competition such as the tourism industry (Kotler et al., 2020).

2. A brief history of tourism promotion

2.1 The emergence of promotion

Promot the emergence of promotionion, respectively promotion in tourism is closely linked to human activities without being able to specify an exact moment in history when activities that fall into this sphere began to take place. From a theoretical point of view, we can link the appearance of this concept to the first written mentions. The online etymology dictionary (2021), states in the etymological analysis of the term "promotion" the moment of its appearance in the literature as the year 1925. Making a foray into the literature we see that in ancient Egypt, informative messages about the products offered by the merchants were carved in pieces of stone on the side of public roads. At the same time, the Rome of the 500's was the city-state of the messages painted on the walls, the purpose being to promote public games or local business (Sampson, 2021).

Subsequent periods mark important milestones in the development of promotion actions. The fifteenth century brought to the fore the use of billboards while the nineteenth century launched the use of another revolutionary promotional tool, namely the print media. The period of the First World War also has effects on this industry, but the turning point is the interwar period. During this period, promotional techniques intensify. Also in this period, the increase of the production of goods and the stimulation of various categories of services are favored (Tungate, 2013; Sampson, 2021). This industry experienced a dizzying

development at the end of the Second World War, when the field was perfected by studying the market and introducing various marketing techniques. In the second half of the twentieth century, all the above-mentioned activities are adapting to technological changes of a cultural and social nature.

Thus, marketing, together with all its components, is definitely required in the efficiency of activities and economic results. Promotion is treated theoretically as part of the "Marketing" discipline, and tourism promotion as part of the "Tourism Marketing" discipline, a discipline imposed around the 1960s in Spain and Switzerland.

2.2 The emergence of tourism

The emergence of tourism is also lost in the mists of time, without clear historical information on this issue and the possibility of anchoring the phenomenon at once and a concrete space. The period of antiquity also brings important notes in terms of tourism, marked by trips for religious and sports purposes in ancient Greece, respectively commercial, therapeutic or cultural trips (participation in public games) in ancient Rome (Zuelow, 2015). Other specialized works speak of the time when travel began to manifest itself as the year 1600, and the use of the concept "tourist" being recorded 200 years later, according to Oxford Dictionary. The evolution of tourism follows a course similar to the evolution of promotion. The end of the 19th century addresses the issue of the "new industry" in terms of the use of thermal waters and the first official documents appear in the field of the hotel industry. A few years later, well-known works are published in the field of tourism, research on this phenomenon, its definition and evaluation. The passing of the years amplifies travel and their role, tourism thus becomes an increasingly important pillar in economic activity and at the same time an increasingly complex field, with influences in related areas.

2.3 Tourism promotion

Thus, it can be concluded that, despite the lack of conceptualization of these activities as promotional activities, respectively tourism activities, the promotion of tourism business and related activities is a phenomenon that is associated with civilization and humanity, making its appearance since antiquity. . We are therefore talking about the promotion of "business" in tourism, as an activity carried out since the earliest times of human existence. Tourism and its promotion are activities that have emerged with humanity. With a complex course, the promotion of tourism business today becomes a defining tool for obtaining favorable financial results and more.

The complex course of promoting the tourism business has been shaped over time by many influential factors relevant to evolution. Baker (2006) in his paper, "Marketing- An Introductory Text", mentions the general influencing factors relevant to the evolution of the promotion activity, namely: the craft industry, the division of labor, the industrial revolution and the excess of stocks. Although the author names them influencing factors specific to the promotional activity, they are gradually foreshadowed, also influencing the trajectory of the tourist activity.

The craft industry has been an important sector in the development of tourism since ancient times. At the same time, in emerging countries, the craft industry registers significant revenues precisely due to the tourism industry (Kamala, Roostika, 2018), thus, the relationship between the two industries is one of complementarity.

Tourism business is a significant generator of jobs worldwide. Referring to a recent period (2020), we note the role that tourism has on the labor market. 1 in 11 existing jobs globally belonged to the travel and tourism sector according to the Global Economic Impact & Trends 2019 report published by the World Travel & Tourism Council. Therefore, the subject of the division of labor has been of particular importance in this industry, an importance that persists to this day. The way in which the division of labor influences the promotion activities but also the tourism ones is obvious. However, the process of division of labor in the field of tourism encompasses a number of problems: low-skilled jobs are temporary or part-time, training is limited and long-term career opportunities are relatively few (Firth, 2020).

Continuing the journey through history, we notice that the industrial revolution has left its mark on the tourism industry, what we call today business in the field of tourism and also on how to promote these businesses. The special progress that took place with the industrial revolution in the field of technology facilitated the development of tourism activities. The year 1769 represents an important moment for this industry, being the starting point of the tourist transport revolution. This has been associated with the efficient use of resources, infrastructure and continuous adaptation to the needs and preferences of tourism demand (Gierczak, 2011).

2.4 Orientations of the promotion activity

In this context, of the outline of the evolution process of promotion, Kotler (2000) presents the five orientations of marketing activity and implicitly promotion: production orientation, product orientation, sales orientation, marketing orientation - consumer orientation and marketing orientation societal- to society.

From a chronological point of view, the first type of orientation developed at the level of enterprises captures the concept of production (Kotler et al., 2019), which, at the level of the tourism industry, stood out around 1930-1950, with a low interest in which means promotion precisely because of market conditions.

If until the 1950s and 1960s, business guidelines focused on production and the product itself, once consumption growth stabilized, there was a need to improve sales efforts (Jamrozy, 2007). The need for promotional actions was felt. In the tourist market, the buyer had become increasingly important. It changes the "rules of the game" and imposes its own requirements before carrying out sales activities. There is a need for a preliminary study of the market and thus the marketing orientation is born (Morrison, 2010). This evolution can be saw in the Figure 1:

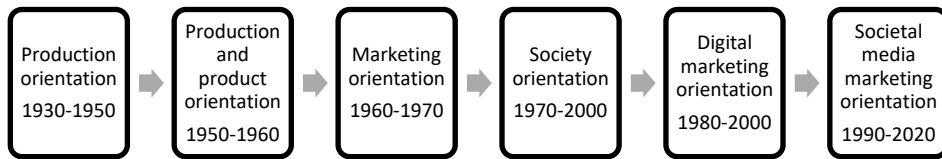


Figure 1: Stages in the evolution of promotion

Source: Kotler et al. (2019), Jamrozy (2007), Morrison (2010)

The adoption of the orientation towards the social marketing, represented for the sphere of tourism a real field of interest. Numerous studies conducted over time have investigated how to implement corporate marketing orientation in tourism companies and their effects, the importance of social responsibility and the interaction of ecological and economic responsibility. While Bright (2000) questioned the interest in social welfare expressed through the prism of social marketing, Dinan and Sargeant (2000) outline the meaning of "sustainable" tourism by exposing the role of social marketing in changing the behavior of tourists.

Although the tourism and hospitality industry has gone through the whole approach of the aforementioned guidelines, Morrison (2010) argues that this industry has always been behind other sectors by 10 or even 20 years. Starting from this, Morrison (2010) complements Kotler, including a new orientation: online marketing. Morrison's (2010) work is complemented by Saravanakumar et al. (2017), which considered it essential to mark a new era, namely Social media marketing and the interweaving of several trends such as Big Data, content strategy, customer focus. At the same time, Morrison (2010) is the one who traces the ideologies of the new communication paradigm, a paradigm that makes the transition to new techniques and methods, taking advantage of the gift of the 21st century, namely the Internet.

3. The new communication paradigm

The 21st century has been marked by the widespread development of the Internet and especially by the emergence of social networks. They have significantly shaped the way communications develop and have influenced consumer behavior both in terms of the awareness process and the opinions, attitudes, communication and subsequent evaluation of the acquisition process. In this context, the new communication paradigm is born, integrating social networks within the promotional mix.

Social networks, regardless of their form of materialization and inclusion (online forums, blogs, company-sponsored chat rooms, emails or websites) have amplified the impact of consumer-to-consumer communications on the market, content, timing and the frequency of their conversations outside the realm of the

traditional paradigm. Thus, many managers are reluctant to explore the role of social networks in the company's promotion efforts.

If in the old paradigm integrated marketing communications were considered to have a single meaning, the control over the information being held exclusively by the organization, the new paradigm brings to the fore the hybrid character of social networks as an element of the promotional mix. This hybrid character strongly contrasts the hegemony that the organization's managers exercised over all the information distributed, giving the consumer a power that has not been previously experienced on the market.

The hybrid nature of social networks is due to a set of features. In support of this, Managold and Faulds (2009) mention the role of social networks as an intermediary, a means of communication both between the company and the client and, most importantly, between clients, being an extension of traditional communication. A successful strategy of integrated marketing communications involves coordinating the information transmitted to the market through the promotional mix so that it reflects the values of the organization.

This role is also transposed to social networks, companies using this tool in order to communicate with customers. The second role of social networks is unique and consists in communicating between customers. If until now live communication between customers was given more importance due to the impact it had on promotion, in the context of the current paradigm the situation is accentuated exponentially. Gillin (2007) points this out, noting that if in traditional communications, the message of a dissatisfied customer reaches ten people in the age of social media, he has all the tools necessary for the message to reach millions.

At the same time, this character of social networks, mentioned above, also derives from mixed technology and media origins that allow instant communication, in real time, using various media formats, both audio and video and numerous platforms. Moreover, social networks can be considered a hybrid element of the promotional mix because they combine features of traditional tools with an amplified form of live information transmission between customers. In this context, the client enjoys that capacity that he did not know before and that limits the involvement of the organization.

If the traditional paradigm was the frame of reference for the development of integrated marketing communication strategies in the post-World War II period (Muniz, Schau, 2007), the 21st century highlights the contrasts determined by the new paradigm. Trends such as moving consumers away from traditional sources of advertising (Rashtchy et al, 2007), turning the Internet into a media vehicle for sponsored communications (Rashtchy et al, 2007), using it with an information generator based on purchasing decisions and providing them with increasing trust from consumers (Lempert, 2006, Vollmer, Precourt, 2008) have led to a change in important aspects of managers' attitudes and attitudes towards the formulation and implementation of communication strategies.

Among these changes, it is important for managers to take into account and accept that much of the information provided to potential customers and promotional activity will be made by the consumer through forums that directly influence consumer behavior, from the purchase decision to in the purchase

process. Figure 2 present the new communication paradigm and the relationship between parts of the communication.

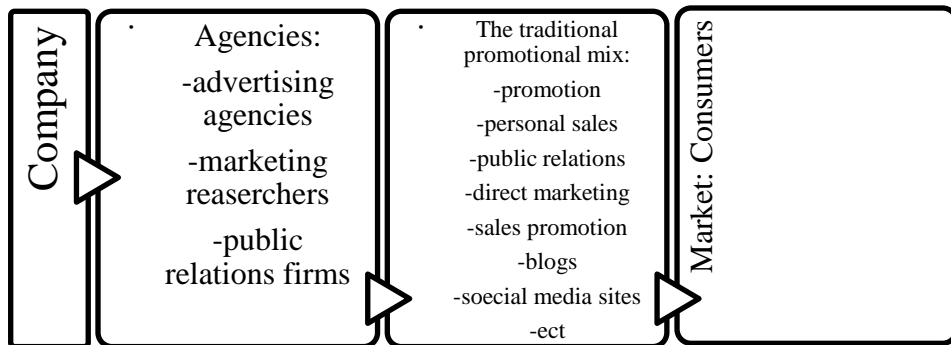


Figure 2: The new communication paradigm

Source: Mangold, Faulds, (2009)

3.1 Techniques and methods used in the new communication paradigm

Mangold and Faulds (2009) subscribe to the limitation of direct influence that can be exerted by the organization but delimit a number of popular models in the literature through which consumer discussions on social media can be modeled and indirectly influenced.

In this suite of techniques and methods recommended in modeling discussions are mentioned:

- providing platforms (communities that will focus on common interests and values to bring together as many customers and potential customers as possible), such an example is represented by the community / group "Recommended holidays - tourism" available on the network social networking Facebook and managed by the travel company Alma Trip), this activity should not be limited to social networks but may also involve sponsoring meetings and other events that provide the ideal framework for experimenting with products / services;
- the use of blogs and other tools for customer involvement (a good example of this can be illustrated by providing feedback, either in the form of criticism, praise or suggestions, through them, customer involvement being improved, the Hotel Opal located in Jupiter Cap Aurora offers its customers the opportunity to provide such feedback, through a survey section in which readers answer various questions or address them to site administrators);
- concomitant use of traditional and digital promotional tools (this intertwines classic promotion techniques with the use of social networks, consumers being determined to interact as much as possible with the public, a good example in this regard can be the contests that can be used for the involvement of tourists, the company Airfrance launched in March 2017 a contest with the prize of a

VIP stay at Disneyland Paris, to win the prize the customer had to fill out the registration form and make a creative wish for the 25th anniversary of Disneyland Paris, the Simbotour travel agency, organized a competition in 2020, offering the opportunity to customers who participated in the tourism fair and crossed the threshold of their stand, to win a voucher worth 100 euros for the purchase of subsequent tourist services, the extraction is done live on the Facebook page of the organization); providing information (consumers tend to talk more about the companies and products they know best, so many organizations create special sections where they provide information about products / services or other topics of interest, Green Village Resort in the Danube Delta provides customers both a "Useful info" section and a "Do you need help?" section of the chat type);

- outrageous behavior, making jokes to customers can lead to favorable reactions to the company (such an example can be found in the food industry, Burger King announcing to its customers that they have released the best-selling product; customer feedback was videotaped and subsequently, they went viral);
- offering exclusivity (consumers want to feel special, which can be achieved by offering products, information and special offers exclusively to a set of consumers, for example, members of the Etura group, tourism group, can benefit from different percentages of discounts for tourist packages depending on the nature of the status: silver (2%), gold (3%), platinum (4%));
- supporting important causes for consumers highlights the importance of emotional connection of the client (in this sense, organizations can capitalize on these emotional connections, supporting social, medical, environmental issues, education, etc., Mandachi Hotel in Suceava is an example in supporting important causes for consumers, during the military conflicts between Ukraine and Russia, it provided shelter for over 200 refugees and created special spaces for their animals);
- the use of stories (stories are memorable, they are easily transmitted live and stories also connect the customer emotionally; in the tourism industry historical perspectives, motivation, consumer involvement and telling an experience influence the potential tourist, Marmorosch Hotel in Bucharest uses tabs from history, just to attract the attention of potential tourists, thus, the hotel website is a whole story of the hotel, located in the former building of the most influential bank in Romania at the end of the 19th century, recommended as the ideal place to relive history);

The adoption of the new communication paradigm recognizes the ubiquitous nature of the information transformed this time into a virtual space. These new forms of communication, while limiting organizations, also give them a better understanding and the opportunity to create the optimal framework for incorporating their own strategies. If integrated marketing communications have traditionally been considered one-way, change is driven by a hybrid tool that paves the way for new communication, reorganizing the balance of control, and developing new discussion-shaping capabilities.

4. Conclusions

Both in the context of the promotion activity and in that of tourism, the appearance of concepts is lost in the mists of time without there being clear moments of their placement in time and space from a historical point of view. Thus, the set objectives were achieved. Regarding the first objective O1: Realization of a conceptual framework and identification of the moment when the promotion of tourism appeared, it was fulfilled, it was achieved. Regarding the promotion of tourism business, it is also a phenomenon that has appeared since antiquity, being activities that appeared with humanity and later following a complex path. This complex path has been paved over time with numerous influencing factors that played a key role in both the promotion and tourism activity: the craft industry, the division of labor, the industrial revolution and the excess of stocks. Also, the orientations of the marketing activity and implicitly the promotion respectively: the orientation towards production, product, sales and marketing and social marketing have left their mark on the industries and more than that on the way of interaction and promotion of the tourist activity. Also, the other two objectives were achieved: O2: Realization of a conceptual map of the evolution of tourism promotion from the old paradigm to the new communication paradigm in tourism, O3: Identifying the values of the new communication paradigm and the way / techniques of implementation in the tourism sphere. The tourism and hospitality industry requires the completion of marketing guidelines, including new guidelines such as: online marketing and social media marketing. Thus, the scale created by social media marketing gives rise to the new communication paradigm. The contrast between the two paradigms, also marked from a historical point of view, is illustrated by a series of trends such as moving the consumer away from traditional advertising sources, transforming the Internet into a media vehicle, using it as an information generator and providing an increasing interest from consumers. The direct influence of organizations and managers is limited, however, there are a number of techniques and methods that can shape customer discussions, including: providing platforms, using blogs and other tools to engage customers, and the simultaneous use of techniques. traditional and modern, providing information, outrageous behavior, offering exclusivity, supporting important causes for consumers, using stories. The adoption of this new paradigm recognizes the ubiquitous nature of information in the virtual space and these new forms of communication, although they limit the organization, also offer a better understanding of them and the incorporation of their own strategies. This paper is the basis for future research that will focus on analyzing and deepening the way in which the new paradigm requires the use of its own tools in tourism, conducting quantitative and qualitative research to analyze how the techniques of the new paradigm are implemented. at the level of tourism organizations. Thus, for the following works we aim to collect and analyze quantitative information regarding the promotion techniques used by the accommodation units included in the category of hotels in western Romania, the tools used by them and their efficiency from the perspective of hoteliers and marketing employees. It is also desired to implement a research among consumers that forms a representative sample.

Based on these we will identify the techniques considered by consumers as the most useful and thus we will make a correlation between the two studies.

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