

POSSIBILITIES TO IMPROVE THE MARKETING MANAGEMENT OF HUNTING FUNDS

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Abstract. In order to improve the marketing management, it is necessary for any hunting fund to develop a management plan for the marketing of hunting tourism, which includes training activities for communities within the perimeter of hunting funds, a respectful relationship for the fauna and flora of habitats and a database showing the prices of the hunt products offered but also a system of auctions to replace the arbitrary determination of visiting/hunting prices, a higher level of technical support in organizing the hunt with residents and non-residents and a template including the contribution to the effort to conserve habitats and species of hunting interest. Improving the marketing management in hunting tourism, involved determining the main hunting activities carried out on researched hunting funds, in order to develop new hunting activities/services more environmentally friendly, to improve marketing management by implementing new sustainable hunting products and coordinating hunting marketing training programs

Key words: management, marketing, hunting, hunting tourism

INTRODUCTION

The management policy of hunting as an activity and of hunting tourism must be materialized in a management plan containing all aspects of interest regarding: legislation in force, the management of protected areas, management of parks and hunting funds, establishment and monitoring of hunting quotas, maximizing the use of hunting quotas, involvement of rural communities in the activities of monitoring, conservation, hunting tourism, training of professional hunters and marketing management in the export of trophies [21].

We consider that with all these measures the "wildlife management" is eminently controlled by OM, specialist, manager, administrator, as it is shown in Figure 1.

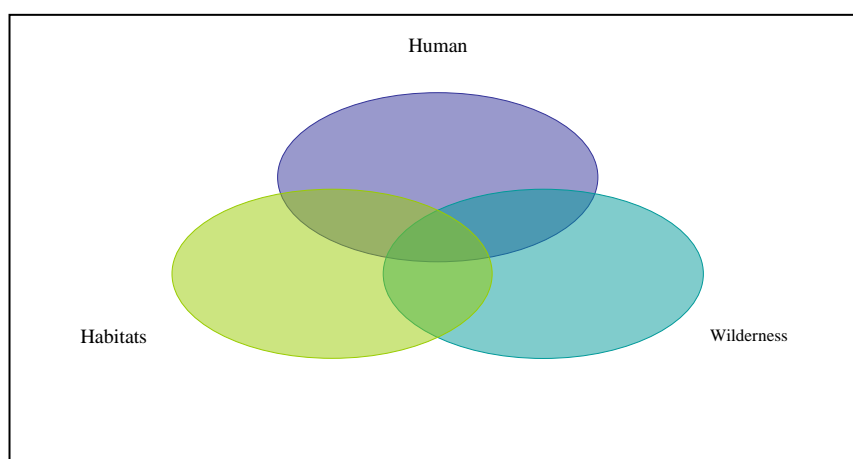


Figure 1. The wildlife management triad [10]

Some researchers have analyzed [8] the incidence of hunting tourism in protected areas with a hunting tradition and found that in both researched areas of Spain, the presence of hunting tourism is strong, 90% and 70%, respectively, between October and February and mainly on weekends. The fact that there are differences in the presence of

hunters depending on the type of tourist accommodation [14,15], they are interested in taking part in activities other than hunting: knowledge of gastronomy locals, practicing modern forms of tourism and visiting protected natural areas as hunt tourists to observe the species in their natural area [17,18].

The administration and management of the hunting fauna of Romania is done according to the following provisions of Law no. 149/2015, amended in 2020, regarding the amendment and completion of the Law on hunting and protection of the hunting fund no. 407/2006. The terms defined in the first article of the law refer directly to the sustainability of hunting funds:

1. management of "the activity of sustainable management of wildlife of hunting interest";

2. hunting organization "Romanian legal person, established on the basis of the principle of free association of hunters with domicile or residence in Romania", in order to sustainably manage the fauna of hunting interest and to exercise hunting;

3. the hunting regime "the set of technical, legal and economic measures by which wildlife" is: sustainably managed and managed, biodiversity is conserved, an ecological balance is maintained and some social and economic requirements are met;

4. management fee "annual payment made by the manager" for sustainable exploitation and resource assurance.

The same hunting law also stipulates the attributions of the national fund administrator:

a. elaboration of the strategy for the conservation of habitats and fauna of hunting interest;

b. approving the populations with non-existent species in freedom;

c. develops measures to maintain ecological balances and prevent damage to agricultural crops;

d. publishes the situation of the herds, the harvest quota, the trophies and the sanitary veterinary situation of the herds.

e. monitors and coordinates the fight against poaching activities in order to sustainably manage hunting funds.

Marketing management has important power implications between the local community and the state, on the one hand, and between the local community and the private sector, on the other hand [1,3,16,19]. In other words, trust and the ability to understand and negotiate business relationships are, in themselves, empowering. With the communities and their representatives who have control of marketing in hunting tourism, there are strong relationships of respect between safari operators and the community. In this context, community-based marketing management should be based on the following principles [7]:

- competition to increase prices and reduce the risk of unfair profit;

- the active participation of the community to ensure that their needs are included in the contract, and

to create capacity, knowledge and a commitment to an otherwise opaque business;

- planning to maximize financial returns and positive economic consequences [5];

- transparency to reduce the suspicion of corruption and the risk of corruption.

In order to improve the marketing management, it is necessary for the hunting funds to develop a marketing management plan in hunting tourism that includes [4,7, 13]:

➤ professional training for community members, jobs, a relationship of respect [16];

➤ a database showing the prices of trophies and concessions;

- reduction of the number of bidders based on the guaranteed minimum income and / or the expected income;
- an auction system to replace arbitrary pricing;
- a higher level of technical support including the contribution to the conservation effort - maintenance of water supply points for wild animals, support for community hunters, relocation of hunt;
- the number of locally employed persons and the cost of their employment;
- financial offer;
- the type of professional training.

MATERIAL AND METHOD

In order to improve the marketing management, the fund managers, the hunting organizers for residents or non-residents, must know exactly the preferences of the consumers of hunting products/services, in order to be able to segment their market. In this sense, using the known methods we analyzed the characteristics of hunting tourism consumers according to their preferences for species of hunting interest, in order to develop measures to improve marketing management according to established objectives, consisted in determining the main hunting activities carried out on the hunting grounds, with the aim of:

- a. development of new hunting activities/services,
- b. implementation of new hunting products/brands;
- c. coordination of marketing management programs.

All these specific products developed will focus on formulating goals and means but also on planning to achieve the objectives, because hunting tourism is characterized by a series of specific elements that represent the problems faced by these forms of niche tourism that are offered by to hunting funds: perishability or inability to store the hunting product that has become a local brand over time, variability- the offered product has a high degree of contact, inseparability, intangibility and the structure of high costs for the purchase of trophies, trophy processing, low for accommodation services, meals, travel on the background, purchase of souvenirs specific to the area.

RESULTS AND DISCUSSIONS

In countries where most hunting tourists are domestic (very independent, and often only buy their hunting license without other tourist services), the real potential for growing a sustainable business in hunting tourism lies in the groups of foreign tourists who spend more money for complementary services, but they are even more demanding of rural entrepreneurs, especially in terms of the quality of services [12]. Rural entrepreneurs do not know much about the most advantageous customer groups (foreign hunting tourists) [2] or about appropriate marketing channels. For these reasons the marketing of niche products, such as those of hunting tourism, can become problematic and the peripheral position of most hunting tourism companies to foreign markets further aggravates this situation. The biggest problems, from the point of view of fund marketing are delivery hunting channels, marketing communication [6] and models of long-term cooperation.

Marketing management and business maximization involve as major objectives for hunting funds measures to improve the following forms of marketing:

A. target marketing - which aims to attract segments of the hunting market considered to have certain advantages for a tourist product or brand. In this sense we consider that a fund can become a hunting destination if it attracts:

- a. a relatively small number of hunting tourists with high financial power;
- b. over 38 years of age;

c. hunters with higher education.

These hunting tourists bring high incomes for fund managers and they do not risk that these tourists have inappropriate hunting behavior, causing imbalances in the environment and wildlife species.

B. demarketing - is that form of marketing that aims to discourage:

a. resident or non-resident hunting tourists who are not willing to pay large sums for quality trophies;

b. some categories of ecotourists;

c. some tourists with inappropriate behavior.

We believe that demarketing can be practiced effectively as follows:

1. directly through "quality" tourism, responsible for maintaining sustainability funds by preserving faunal and floristic biodiversity;

2. indirectly by preserving wildlife biodiversity:

- reducing the number of valuable hunting offers, because they want to be maintained and multiplied;

- the collection of high taxes for hunting residents, which discourage the practice of hunting or ecological tourism;

- elimination of hunting tourist products or local brands that attract unwanted market segments by the managers of hunting areas;

- publicity of penalties for poaching activities or inappropriate behavior of ecotourists in the natural habitat of species of hunting interest;

- punishing those who do not have an unhealthy attitude towards the natural environment and pollute it even soundly disturbing the fauna during the breeding period of the chicks;

- punishing those who destroy feeders or carry out hunting activities in feeding areas;

- highlighting and punishing those who use illegal methods of capturing some hunt species.

C. The marketing mix is a modern alternative to fast growth marketing or growth hacking marketing, a concept focused on growth, which comes to clarify some problems of the marketing mix such as the fact that the latter does not tell us how:

a. to optimize the 4/7P;

b. to prioritize the activities on the hunting funds;

c. to make it more adaptable to the digital environment.

Fast-growing marketing teaches us that we need to make sure that what we offer to hunt tourists is exactly what they need and how to use our creativity to find the most effective ways to reach customers consuming hunt products with high economic potential. We consider that in order to grow the business in hunting tourism we need the following elements:

a. notoriety- to make those interested in hunting tourism know the hunting fund with the help of advertisements;

b. attractiveness- that is to attract people to the products/services offered by making them act in a way;

c. activation - to make the clients realize what is the added value offered by the products/services offered by the fund;

d. conversion, to transform hunting tourists from potential customers to real customers;

e. retention - to make customers always return to the products/services offered by the fund;

f. recommendations - to bring new potential hunting tourists.

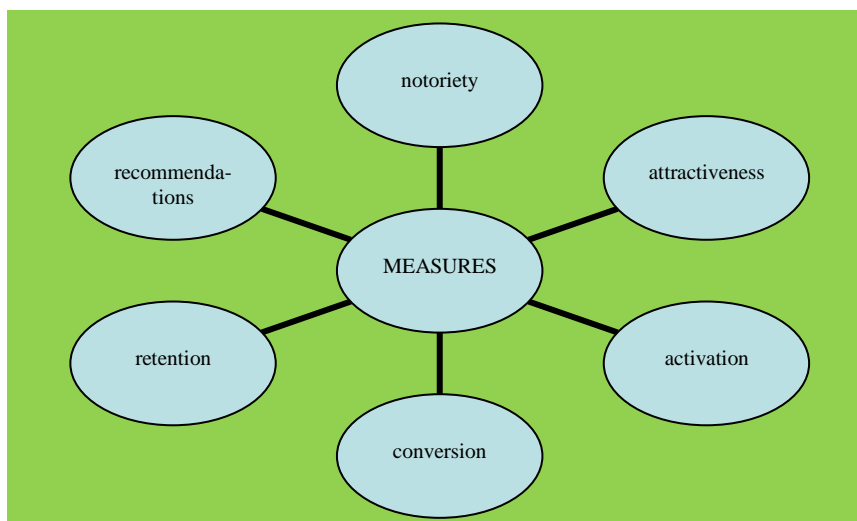


Figure 2. Implementation of measures to increase the business in hunting tourism

We believe that in order to improve the marketing management, the correct implementation of the marketing ideas for each hunting fund is necessary:

- systems for analyzing the quality of funds and their creditworthiness;
- implementation of quantitative and qualitative situation measurement systems;
- to establish actionable objectives and resulting from ideas, prioritizing the ideas according to: the potential of the idea, the ease of implementation, the confidence in the idea;
- "implementing ideas, analyzing, optimizing, respecting, the process of correct implementation of marketing ideas" [9]

The most common marketing methods in hunting tourism are the booking agent, the brochure, the business card, word from the mouth, DVD, consumer exhibition, tour guide, radio, travel report, illustrated magazine, familiarization tour for TV production or journalists, video, website and newspaper [11].

Through the marketing mix in hunting tourism, we consider that on the hunting grounds, the requirements of the consumers are identified, anticipated and satisfied, in order to obtain an economic profit for the owners/administrators of the hunting funds. The hunting brand is able to meet the needs of and until the moment of departure from the hunt. The material elements that make up the hunting product are:

- resources (species of animals and birds of hunting interest);
- the elements of infrastructure or equipment of the hunter which, contribute decisively to the satisfaction of the needs;
- background access facilities (vehicles and communication routes).

The price is characterized by the market value of the hunting product, having the following particularities:

- it differs according to seasonality (time) and location (space) and seems accessible if the hunting tourist can see the species for which he travels on the background;
- has an inflationary character;
- for permanent customers the priority of the trophy hunt.

We believe that hunting fund managers should be concerned with developing branded products taking into account the prices that consumers can offer this form of tourism and that competition applies. The concept of placement falls into the category of 4 P's (product, price, placement, promotion), within the marketing mix, which brings together a set of relatively heterogeneous organizational, economic and technical activities, aimed at directing the flows of hunting tourists, can be improved where the harvest takes

place. An important aspect that influences the economic success of each fund is the professional training of the staff involved in this activity, the perception that hunting tourists will have. To promote the hunting product (brand) and improve marketing management in hunting tourism we propose the following ways promotion:

- direct sale, promotion by word of mouth - retaining hunters;
- publishing advertising materials;
- participation in fairs of hunting interest.

In order to achieve the objectives, regardless of the strategy followed, by any holder of a hunting fund must propose measures to improve the management of hunting (hunting) or ecotourism tourism, because according to data published in the literature the demand for hunting has decreased, in many countries in the world, from multiple causes [20]: specific diseases common to domestic species, climatic/meteorological conditions, economic, political developments and pressure against wildlife consumption. In countries whose income is based on hunting, traditional farms have been transformed into hunting farms, which has meant maximizing the agricultural business by practicing hunting tourism. The increase of the hunt supply can be determined by the implementation of measures to ensure:

- better climatic/meteorological conditions;
- hunt consumption and trophy hunting;
- setting up several hunt farms;
- the increasing orientation of farmers towards conservation;
- the success obtained in the programs of reproduction of the rare/endangered hunt;
- the economic value of wildlife farming.

CONCLUSIONS

Improving the marketing management in hunting funds requires the knowledge of the preferences of consumers of products/services by fund managers, hunting organizers for residents or non-residents, in order to segment their hunting market. Marketing management and business maximization involves as major objectives for hunting funds a series of measures to improve modern forms of marketing such as target marketing which involves attracting segments of the hunting market considered to have advantages for a tourist product or brand offered by the fund hunting, demarketing as a method of discouraging hunt tourists who are not willing to pay large sums for the purchase of quality trophies and the marketing mix as a modern alternative to rapidly growing marketing by optimizing the 7P and prioritizing hunting fund activities.

In order to improve the marketing management, it is necessary to propose the implementation of marketing ideas for each hunting fund regarding the systems for analyzing the quality and creditworthiness of funds, quantitative measurement systems to establish actionable objectives, prioritizing ideas, implementing and optimizing implementation process.

The promotion of hunting products as specific brands of hunting funds can only be achieved effectively by improving the marketing management that proposes new ways of promotion, by direct sales for the loyalty of hunting tourists, editing promotional materials and participating in fairs.

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