

POSSIBILITIES OF ELABORATION SOME TOURIST PRODUCTS AND BRANDS

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Abstract. Several differences can be observed between a product and a brand, namely while the product is something created by work and is marketed, a brand is created when the product is associated with a special meaning through a name, or a logo, or any other form of identification that helps to distinguish those products from those of competing companies. Then a brand is worth much more than a product, and if brands are created from products, not every product can inspire a brand.

Key words: *tourism, brand, tourist product*

INTRODUCTION

A tourism consumer makes two categories of decisions regarding the tourism product and/or service [1,9,11] :

- a major decision, made in the country of origin of the tourism consumer: which country and which place to visit;
- a series of sub-decisions, made either in the country of origin of the tourism consumer or in the country of destination of the tourism consumer: at which restaurant to eat, what type of fun to choose, etc[6,8].

Therefore, any tourism marketer must know exactly what information the tourism consumer has in order to be able to segment his tourism market as well as possible [2,5,15]:

- who is the consumer of tourism;
- what the tourism consumer wants as an accommodation, dining, leisure facility, etc.;
- when the tourism consumer wants to spend his vacation in the chosen place;
- where the tourism consumer wants to spend his vacation;
- how the tourism consumer wants to spend his vacation;
- why the tourism consumer wants to spend his vacation at a certain time of the year, in a certain place and in a certain way.

The main problem for tourism marketers is how to balance the requirement of short-term tourism capacity with the development of a long-term brand and a strategic direction [3,6,12,14]. In extreme cases (terrorist attacks, natural disasters, etc.), the strategic direction can no longer be respected [4]. Also, the strategic direction can be adjusted by practicing price reductions and sales promotion, but in this case, price reduction and sales promotion are harmful to the brand [7,10]. From this perspective, the best marketers are those who can easily handle the tactical detail, those who can create the space necessary for strategic thinking and planning and those who can reconcile the tension between them.

MATERIAL AND METHOD

In order to write this scientific paper, were undertaken studies to determine the importance of brands for any society in general, but especially for those operating in the field of tourism, but also to establish specific stages for the development of new products and tourism brands.

RESULTS AND DISCUSSIONS

A brand is a name, term, sign, symbol, or anything else that identifies with a product or service, distinguishing it from the products or services of others.

The growth of a brand never stops, because there are always new markets, new consumer groups and new ways to build the brand.

The management of each brand is handled by a brand manager, who handles the product, price, distribution, promotion and target audiences. The trend in the field is to sell brands adapted to different categories of consumers and according to the different needs of consumers.

An increasingly common practice is the expansion of the brand, meaning the introduction of a new product under the name of a well-known brand: in this way, the extension bears the halo of the qualities of the parent brand. The operation may fail or may even damage the parent brand.

Brand positioning refers to the place that a certain brand has in the consumer's memory. It is important to note that if marketers can decide on the desired positioning and can try to find solutions to achieve their goal, consumers are the ones who determine the positioning of the brand.

A positioning slogan is a written text that indicates where the manufacturer wants to position his product in the mind of the consumer. The slogan should be simple and tell consumers what to think about the brand and where to put it in their minds. An example of a positioning slogan in tourism is "Romania, Land of Choice".

Contact with the brand occurs from the advertising of the product, through the cleanliness of the restaurant and the friendliness of the staff, to the quality of the food - in the case of a restaurant, for example.

Marketers measure the attitude of consumers towards both the tangible attributes and the intangible attributes of a product.

The importance of the brand for the tourist company. Why do we buy a certain brand, even though we can buy a similar product without a brand? For a lot of reasons, including:

- it work;
- it is produced by a large and successful company (so there is every reason to believe that it has been tested and perfected);
- we are convinced that it is better than a similar cheaper product;
- advertising assures us that it is the best product.

What makes a brand strong are the following:

- the brand's ability to influence the market;
- the brand's ability to innovate;
- the internationality degree of the brand;
- legal protection against children;
- brand stability on the market;
- support through marketing communication;
- market strength;
- the tendency to increase sales.

Development of new products and brands. Although new products and new brands are the engine of growth for any successful marketer, the high failure rate (80%) makes the development of new products and brands extremely expensive.

New products and new brands are created in one of the following research and development processes:

- focused on consumer, possible when we know our consumers and know what products and brands they like or not;

- focused on technology, possible when engineers in the department are asked to invent something that even consumers have not imagined;
- focused on opportunity, possible when the opportunity for competition between several manufacturing companies is also created.



Figure 1. Research and development processes for new products and new brands
Source: our own research

A special form of developing new products and brands is introducing (or re-branding) a product or brand from one part of the world to another, as happened with Redbull, an energizing tonic used in Thailand by long-shift workers and tiring.

Organizing the development of new products. The elaboration of new products and brands is done respecting the following five steps:

- the creation of the new product or brand by brand managers, specialists in advertising and specialists in consumer behavior, under the leadership of a moderator: the best 10-15 ideas are presented to consumers, who make the best choice;
- testing the concept of the new product or brand based on a short description accompanied by the design of the product or brand, shown to consumers organized in groups or individually, with moderator, who are asked for their opinion and specify if they would be interested in buying it;
- testing the new product or brand by consumers, who are asked for their opinion on possible improvements;
- testing the market in the most realistic conditions as it is possible, by placing the product or brand on several well-chosen markets, representative for the country;
- introduction of the new product or brand.

Once ready to be placed on the market, the product has a life cycle in four stages - introduction, growth, maturity and decline: the last stage is very closely followed by marketers, who try to delay it as much as possible.

CONCLUSIONS

Regardless of the brand, there are a number of consumers who are constantly loyal to a Christmas tree and who only buy that brand. Apart from these, there are also occasional buyers and those who never buy that brand. Loyal consumers, although they represent 20% of the buyers of a brand, represent 80% of the sales of that brand. In addition, keeping a loyal consumer costs much less than gaining a new consumer.

A special form of developing new products and brands is the introduction (or re-branding) of a product or brand from one part of the world to another.

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