

MANAGEMENT STRATEGIES ON THE PROMOTION OF WORLD CITIES FROM THEORY TO PRACTICE

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Abstract: *Most cities are interested to develop - but not growth at any cost. From the point of view of those who deal with promoting the image of a city, there are distinct may be attracted to that city: individuals and legal entities who deserve attracted, individuals and legal entities acceptable, but not necessarily covered in specific, and individuals and legal entities to be avoided or kept away. From this last category includes, for example, former prisoners, drug dealers, gambling buffs and dubious firms, or a precarious situation. Even in this case, however, cities like Las Vegas or Atlantic City would like to draw some people in such categories, as may be gambling buffs. When a city wants to attract buyers category such as tourists, we must carefully define this category to achieve their goals. For example, Finland would like to attract more tourists in winter and less in summer, when its holiday resorts are overcrowded; would prefer to attract wealthy tourists from Switzerland, rather than poor tourists from Hungary, would prefer to Australian tourist draw, but is more likely to attract British tourists.*

Key words: (1) visitors, (2) permanent residents, residents and workers, (3) business and industry, and (4) export markets.

INTRODUCTION

Visitors market consists of two major groups: visitors on business and visitors without business purposes. Visitors on business come in a particular place to attend a business meeting or conference to buy or sell something. Visitors without business purposes may be tourists who want to see the place in question or travelers who visit relatives and friends. Every visitor of a city spends money on food and lodging, local produce and other goods and services. This spending has a multiplier effect on local income, the employment of local labor and tax revenue collected from businesses. It is assumed that visitors spend on services that benefit the host city or town spends more than to give them the work.

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MATERIALS AND METHODS

The higher the number of visitors attracted and smaller cost per visitor of the city, the higher will be the net income they bring you visited city. So, how much time visitors spend in a place, the more they will spend more in the town. Therefore, cities will prefer to visit those who spend most day and remain for as long as possible.

Most cities attract visitors by setting up their tourist offices and organizing conferences. In large cities, these offices are usually separate organizations compete with each other to obtain public funds.

Tourism offices must decide how to distribute funds among tourist destinations in their area of coverage at competition with each other. Tourism Bureau must decide

between a mass market attract tourists who spend less and stay little or a smaller market of tourists who spend more and stay long. In addition this office officials must decide how much to spend to attract tourists in their own region, other regions of the country and abroad. Example Greece, a country heavily dependent on tourism, aims carefully for changes over time in the composition of its visitors. As part of the marketing planning process that carries, Greece examines the visitors origin of more than thirty-five countries.

Tourism offices must decide and what specific groups to attract. Israel for example, you must decide how much money to spend to attract visitors Hebrew, Hebrew immigrants, Christian pilgrims, Muslim pilgrims, professional and amateur archaeologists, historians and other scientists and students.

Conference offices, on the other hand, we must decide how to split the funds between improvement centers and rooms for conferences and meetings, and promotion of these centers in the economic sectors, companies and employers and professional associations concerned A city with limited organization of conferences or hotel accommodation can not compete to become the host of the nationally important meetings, such as CON-EXPO Convention of the Association of Construction Industries, National Exhibition Restaurant or annual congress National Association of Medical Equipment Suppliers.

Even employers and professional associations smaller to attract, town will be in competition with other conference offices in cities of comparable size. Duration of organization prior to these meetings is three to ten years, so marketing strategies and activities require thoughtful plans. For prestigious events such as football championship "Superbowl" or the Olympic Games, the fight between cities is particularly fierce and long-term strategic marketing plays a key role.

It may seem ironic, but in all this rush visitors, investors, residents of a city will often have divergent views about the desirability of attracting large numbers of visitors. Those who are against social costs relies on the following:

Visitors could damage the environment, abusing landscaped spaces and nature. Finland, for example, do not look kindly on German vacationers often come in large groups, stay in campgrounds, leave rubbish behind them and do not spend too much money. Some visitors may be inappropriate. Amsterdam reputation very tolerant city attracts a large number of hippies and drug users, causing the increasing crime rate.

Visitors often arrive in periods of seasonal decorations that cluttering and indigenous peoples wishes, normally receive. Residents on the French Riviera complain that because of the enormous flow of tourists and road traffic in the month of august barely can get a place on their beaches.

Tourism generates jobs in services retrebuie weak - restaurants, hotels, which may be more or less appropriate than other models of economic development. Andreas Papandreou, former Prime Minister of Greece, opposed the expansion of tourism in his country, saying he did not want to turn Greece into a "nation of waiters."

The idea is that cities and countries should develop a set of goals and strategies directed towards visitors, rather than to promote random. From the moment you decided what kind of visitors you receive and how many, the municipality can begin to build new spaces and infrastructure. This is done by analyzing what guests look elsewhere destination target and

what are they looking for the town. Many communities have built hosting infrastructure without clear target groups of visitors, waking up then that feature hotels and capabilities always remain half empty.

Another important target market for cities is of the residents and workers. A company may wish, at some point, to increase the number of unskilled workers, for many years, Germany and France were recruited unskilled foreign workers from Turkey, Algeria and Morocco. Cities with population aging, such as Vienna, respectively, Sweden, strive with all our strength to attract or retain young people in the community. Some cities in the United States struggled to attract a doctor, a dentist to settle there, if not all city residents remain without medical assistance.

On the other hand, some cities are so attractive that, overwhelmed by the influx of new residents and workers end up not having enough space designed to host all newcomers. Some of these launches campaign "zero growth" or "negative marketing", which tries to limit natural expansion and number of seats. There are even cities, to deter immigrants have created a negative image. In Oregon, for example, to convey the following adage that give pause to prospective amateurs "in Oregon not hard to realize that it was summer: rain is not so cold."

When cities are committed to attracting certain categories of citizens, residents or workers must put in place appropriate incentives. Families, for example, focus on school and public safety as a major decision factor in choosing where to be determined. Mature families, on the other hand, is likely to pay attention to cultural and recreational establishments.

Attracting companies providing services, the production and the economic investment ones is a third category of target markets. Usually, cities trying to attract new companies and industries as provide jobs for its citizens and for their cash income in the past, almost all cities hunted with predilection sectors "with factories" such as metallurgical industry and automotive. Today, however, they are more interested to attract "information sectors" such as banking, services distributor based catalog and subscription and especially high-tech firms. However, communities often struggle to retain existing businesses and encourage them to expand.

Local authorities need to understand what criteria decisions based companies in establishing the sites. Typically, companies evaluate each potential location in terms of business climate and regulatory framework, of the labor force, the existence of infrastructure advantages such as access to airports, state highways and transportation options; quality of education and other types of training institutions and in terms of quality of life. Longer reacts companies and relocation facilities and incentives such as tax concessions and deferred taxes, cheap land and infrastructure grants and subsidized training courses.

A city can preserve and strengthen the economic base in four ways: first, to retain existing businesses within its territory, or at least those desirable. Keeping existing enterprises is a major problem for the city of New York, in the sense that several major companies have moved or threatened to move some departments with many effective employees in areas with lower costs. Many companies in various cities playing "the blackmail" if the mayor no longer accepts the conditions, we get out of here.

A fourth target is the export market - a city's ability to produce goods and services that other cities, other people and businesses are willing to buy. Exports are the backbone of some cities such as Hong Kong whose natural resources are too limited to produce everything they need and whose population isn't large enough to absorb all the goods and services they can produce. Wealth of such sites depends heavily export their products to other countries and use export earnings to finance imports of raw materials and other goods required.

Singapore and Hong Kong are the rule, not the exception. All cities need to import, they need cars, computers, clothes and so on. Therefore need to produce goods and services that may be exported. Each city needs to encourage local businesses to expand sales beyond the local market, in national market space and foreign markets.

CONCLUSIONS

In general, cities can project an image that either helps or harms their opportunities to sell goods manufacturers elsewhere. Cities would do well to pursue a diversification of their business sectors and target markets. Yes, but that diversification is not always possible.

A government agency for export can contribute in many ways to promote exports: Agency may provide grants to local businesses and insurance instruments to reduce risks faced by them. It can sponsor training programs and provide technical assistance to familiarize companies with specific procedures for export. it can also engage specialized companies in public relations activities to improve community image export markets concerned. Government agencies for export can sponsor overseas exhibitions presenting products made by the community, can open subsidiaries abroad to help local businesses and are able to take the leaders of local businesses in trade missions abroad to establish business contracts and solicit orders.

From studies by us they should be the main aspect that you should take into account a city in its development strategy.

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