

MODERN PROMOTIONAL TOOLS USED IN THE DEVELOPMENT OF AGRITOURISM IN THE BIESZCZADY

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Keywords:

- Agritourism
- Promotion
- Tourism
- Bieszczady

Abstract:

Background: Due to constant changes in society, farmers leading holiday farms were obliged to adapt promotion instruments and methods to the expectations of buyers. A growing number of owners of holiday farms sees its chances of attracting new customers through the use of modern forms of promotion that are available in the global network. **Material and methods:** The aim of the study is to analyze selected promotion tools used by tourism service providers in the area of the Bieszczady. The study was conducted through surveys and interviews standardized. The collected statistical data expanded by the methods of analysis and description after the relevant grouping and processing. **Results:** The article shows the results of studies that reflect the direction of development of forms of promotion used by the surveyed farmers from the district Bieszczady. **Conclusions:** It is worth noting that self-promotion, however, is strictly dependent on available funds, to be effective it must be prepared in a professional manner. In order to achieve this objective farmers should establish cooperation with travel agencies, associations, local businesses, ODR-s, in order to maximize the effects of the promotion of their farms.

INTRODUCTION

In an era of increasing competition tourist promotion is an important element of the flowchart many tourist businesses, the issue is also not missed out tourism. Due to constant changes in society, farmers leading holiday farms were obliged to adapt promotion instruments and methods to the expectations of buyers. Today the area of marketing activity providers are often virtual world offers many ways to communicate with a potential buyer. Specialist online platforms, social-media is only part of the wide range of cyberspace, in which entrepreneurs can promote their products. A growing number of owners of holiday farms sees its chances of attracting new customers through the use of modern forms of promotion that are available in the global network.

TARGET, RANGE AND METHODS OF ACTION

The aim of the study is to analyze selected promotion tools used by tourism service providers in the area of the Bieszczady. The study was conducted through surveys and interviews standardized. The survey was sent to 117 holiday farms lie in the county of Bieszczady, which were registered in the corresponding authorities and which have operated in a minimum of two years. Survey agreed to fill the 80 owners of holiday farms. The study was conducted in 2015 in the form of a standardized interview and questionnaire (questionnaire contained 25 questions on the use of promotional tools for farmers engaged in agritourism). The thesis presents the analysis of the responses that were relevant to the article

topic, which concerned the use of marketing in your own business. The collected statistical data expanded by the methods of analysis and description after the relevant grouping and processing.

PROMOTION AS AN ESSENTIAL ELEMENT INCREASE IN SALES

Agroturystyka, mimo iż jest odmianą turystyki oferowaną na terenach wiejskich przez rolników coraz częściej także korzysta z nowoczesnych form promocji. Farmers realize the fact that a product that they have to offer guided by the same market rules as other products and services. People who run holiday farms more and more frequently use the available marketing channels and adapting them to their needs. Not only individual contact, but also by telephone, symposia, training course, trade shows, press announcements, websites are important in the process of obtaining potential customer.

A cardinal principle governing the sales and marketing of any product or any service is "to facilitate the buyer to know what is in sales (offer), and helping it to purchase" [Brady, Forest, Mizerski 2002]. The term "promotion", despite various definitions, is assigned to the category of marketing. It is next to the product, price and distribution part of the marketing mix, that is, in the traditional sense, a set of interdependent tools, by way of which the company competes on market. The new look is responsible for communication with the environment, providing information about the product and offer. It is a way to communicate with potential buyers of the company [Chrzęścik 2012].

Many authors define the term - promotion, these definitions are trying to give meaning to this concept, one of the accurate use Jerzy Dietl, who believes that the concept of promotion is understood as different means tactical and strategic aimed at direct and indirect strengthening of the market position of the company, offered by its products and the activation of its sales [Dietl 1985].

For the specific purpose of promotion include: [Kaczmarek 2005].

- excitation needs to know the new company's offer,
- belief in the intrinsic value of the offer,
- maintenance demand for well-known products,
- convinced of the need to purchase a larger volume of products (more frequent visits, longer stays)
- encourage to purchases of services provided within the specified time (before the season, after the season)
- encourage to purchases of services rendered under certain conditions (charter, group tours)
- building a positive company image in the society.

As you can see from the above statement of the promotion it is essential to ensure the correct level of sales activity in any form, also in agritourism. Farmer offering services through the promotion of agritourism is able to effectively communicate with your potential customer and thus can tailor the service according to his expectations. The pace of development of rural tourism depends largely on the marketing system, which includes the preparation of the tourism product, it indicates the ways of sale, and used for the purpose of distribution channels, and also organizes promotional activities [Krzyżanowska K., Wojtkowski 2012].

The basis for the success of marketing activities in the field of products for farm holidays is to offer potential buyers of the product as the most diverse and highest quality, which expresses the degree to which the product meets the requirements and expectations of [Świetlicka 1997].

Consumers buy products, they buy really the qualities of a perceived standard of quality and style that reflect the idea of the product, as having a certain level of quality. Further strengthening could be due to product packaging, which protects both the product and increases its attractiveness. Brand can also be an indicator of reliable after-sales services [Holloway J. Robinson, C. 1997]

THE INTERNET, AS A SPECIAL INSTRUMENT FOR THE PROMOTION

Internet (Network) was considered the most important invention of mankind since the time of Gutenberg printing technology. While the mass computerization laid the groundwork to create a new civilization based on digital technology, it created the Internet ultimately sealed the constitution of the information society [Jaremen 2014]. All Internet tools can be used for effective promotion, however, to properly use the various types of advertising, should be fit for the purpose they intend to achieve. It is worth to skillfully combine different types of advertising. The Internet offers access to a significant number of tools that allow you to optimize advertising spending. This potential leads to increased efficiency, provided that it is properly used [Kazanowski 2008].

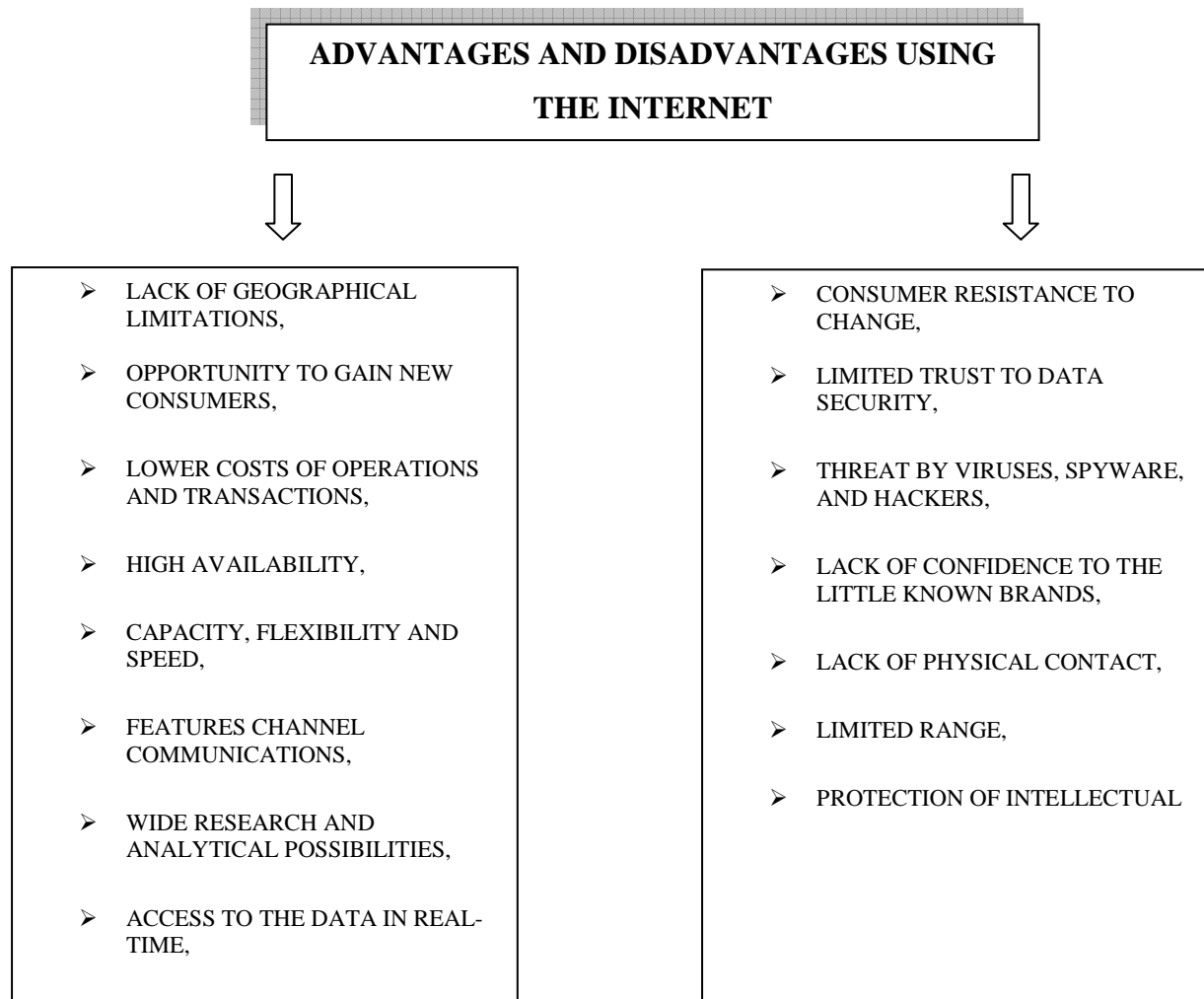


Fig.1. Advantages and disadvantages of using the global network.

Source: own compilation based on- Kazanowski D., 2012 New marketing, Warsaw: 121

As shown in the table above, the Internet has more strengths, thanks to which his popularity continues to rise and form of promotion in the global network is becoming increasingly crowd of followers? Another factor contributing to this is the fact that advertising

can be placed there for free or for very little money, which in the case of services, agrotourism is of great importance, as farmers definitely do not want to spend money on advertising. Promotion on the Internet can be divided, according to Frąckiewicz E., into three groups: advertising, public relations, sales promotion (Fig. 2).

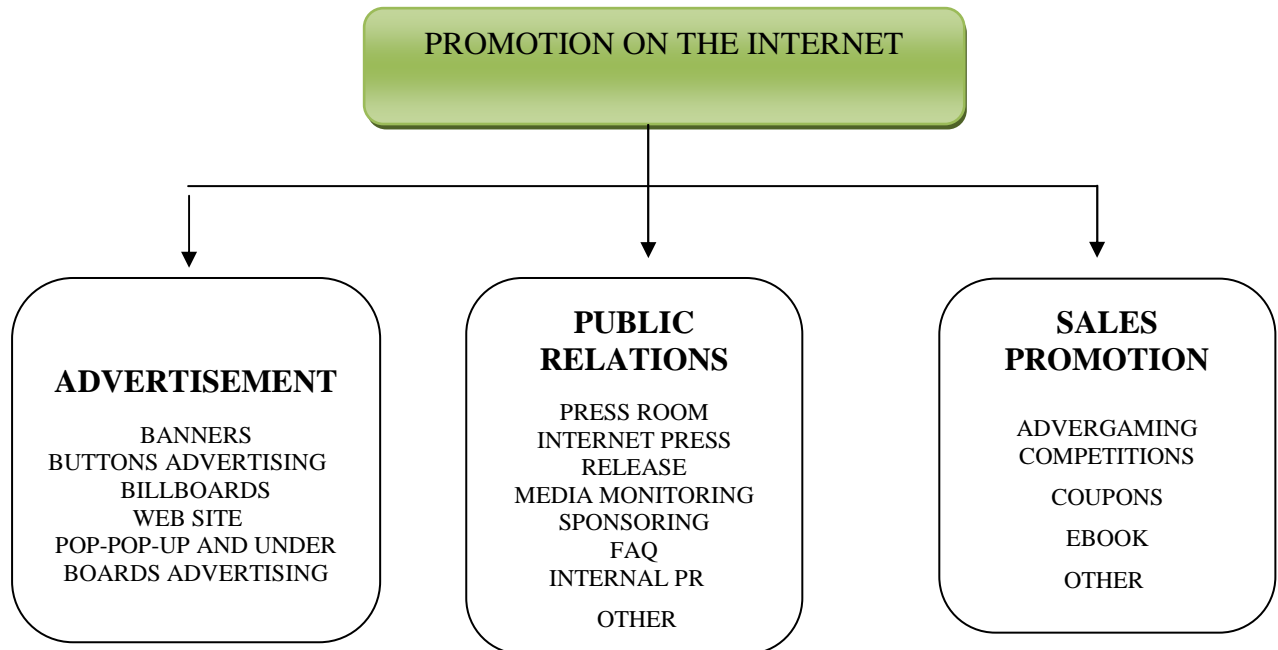


Fig.2. Promotional tools on the Internet.

Source: Frąckiewicz E, 2006 Internet Marketing, PWN, Warsaw 48.

Of course, when it comes to services agritourism not all of the above mentioned forms will be well served promotional functions. Agritourism activity is addressed to a specific recipient, and must also be hit to him in the best form at the right time and place. Generally can be divided into space for the promotion of rural tourism on the local and global, as shown in Fig. 3.

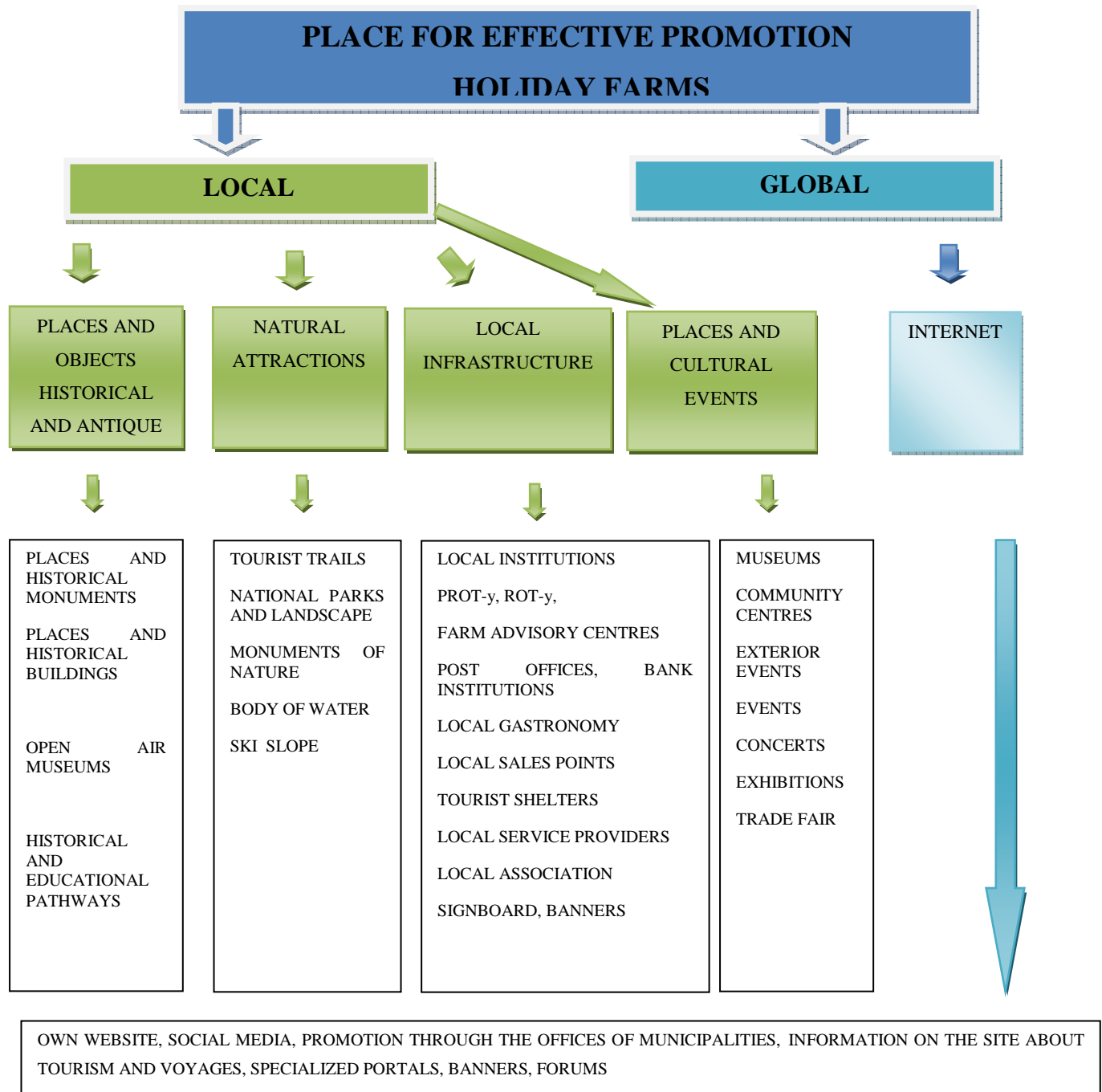


Fig. 3. Places for effective promotion holiday farms.
Source: own compilation

EXAMINATION FINDINGS

Among respondents engaged in holiday farms the biggest group were women (71%), women definitely belonged to the people managing farms. Most farms are typical business family (64%), which involves the whole family and often the neighbors. A large group of respondents are young people aged 25-35 years (54%), see here more clearly that young people willing to take action to increase their income. Higher education hold a 34%, secondary and vocational 46%, the rest of the respondents have primary education or did not answer the question. According to the surveyed owners of holiday farms the most common form of advertising are information provided by the municipal offices on their own websites which relate to holiday farms lying on the subordinate area. The vast majority of respondents have signs and banners at their homes or in the area (67.5%). More and more farmers are

choosing to work with local companies which seek to exchange information on services in the area thereby promoting each other (31.25%).

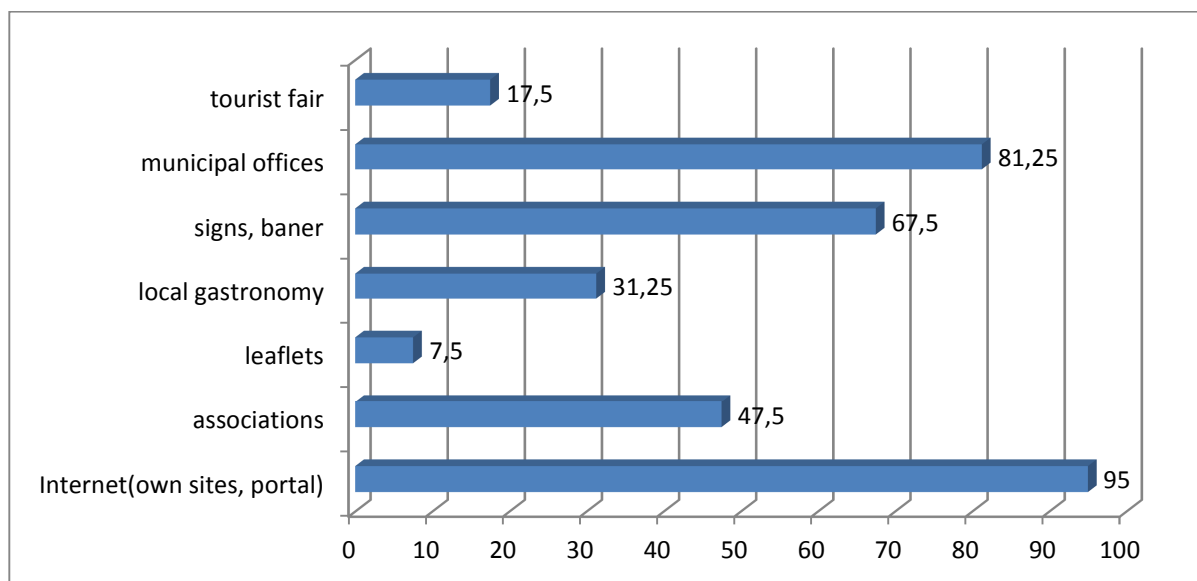


Fig. 4. The forms of promotion used by surveyed owners of holiday farms.
Source: own compilation

The majority of farmers according to stated that they see great potential for promotion affixed in the global network. A large group uses the Internet, which can be seen at the lecture. 2:

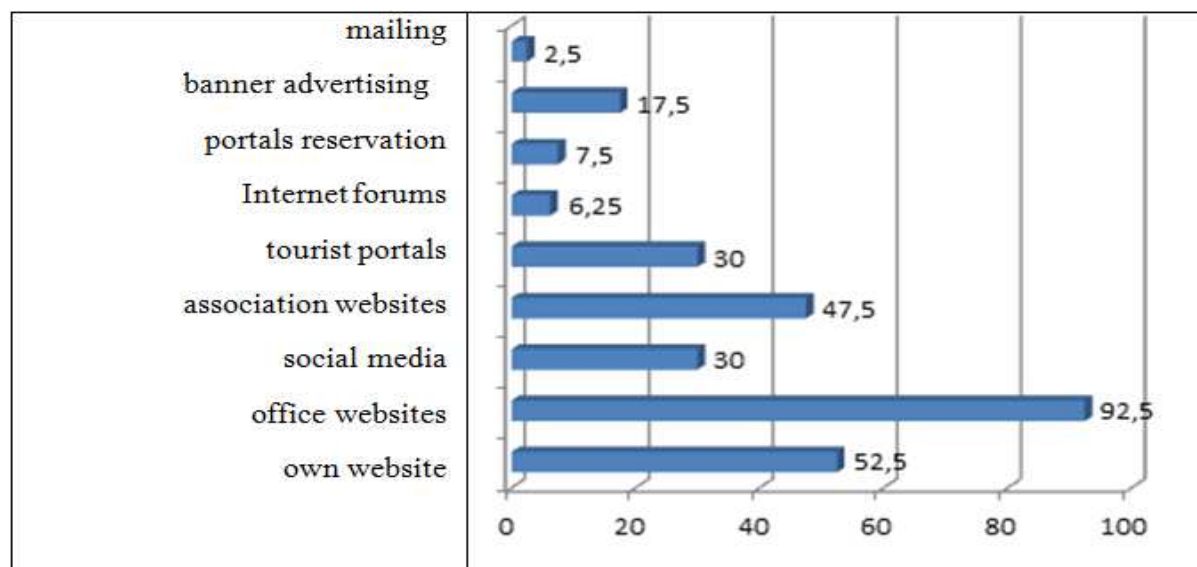


Fig. 5.. The forms of promotion on the Internet used by the surveyed farmers.
Source: own compilation

The owners of holiday farms mostly use the help of websites of local governments and there includes information on their farms (92, 5%), very popular are their own websites it is noteworthy that 30% of farmers use social networking sites to promote farms . We still do not have many supporters portals of booking accommodations only a few people use this form.

CONCLUSION

In summary it can be seen that the owners of holiday farms from the district of Bieszczady largely use modern information media such as the Internet, very large numbers using this form of advertising. It is worth noting that self-promotion, however, is strictly dependent on available funds, to be effective it must be prepared in a professional manner. In order to achieve this objective farmers should establish cooperation with travel agencies, associations, local businesses, ODR-s, in order to maximize the effects of the promotion of their farms.

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