

MARKETING MANAGEMENT OF LEISURE TOURISM SERVICES BETWEEN NEEDS AND DESIRES

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Abstract: The paper presents the results of the study on the need for a different kind of marketing for leisure tourism services starting from the needs and desires of tourists to spend their free time in a pleasant way during a vacation. A tourist marketing based on 10 components of the marketing mix is proposed to create the premises in which single tourists feel the need and desire to buy a certain leisure tourist service and the art of convincing them that what they buy is useful for them and at the expected level of quality, everything being seen as an investment for the future in personal, physical and mental development by breaking the barriers of time and space, quick information and open communication.

Keywords: marketing management, leisure services, marketing mix, pleasure principle, leisure time.

1. Introduction

Traveling and getting to know new places and new people is in human nature. Man, driven by curiosity, always felt the need and desire to travel and know what lies beyond the place where they lived.

After a trip, the question often arises: What did you like? Pleasure is defined as a feeling of happiness, satisfaction and joy. The cornerstones of leisure on the pleasure principle are: play, recreation and entertainment.

1.1. Premises

Leisure management is the science and art of planning, organizing and managing (coordinating and evaluating) leisure activities.

In order to provide effective and efficient recreation and entertainment services it is essential to consider people's leisure needs.

Human need is perceived as a conscious lack of something. It is a drive for a person's motivation: the drive to eat for hunger or pleasure, the drive to spend leisure time through recreation or fun.

Desire is the specific way in which a need is satisfied. A person needs to rest or recreate through a vacation at the sea, and his desire can be a stay at the sea on the Romanian coast or a vacation in another country.

1.2. Literature review

In specialized literature there is a real debate about how free time is defined [4]. However, by general

consensus, three aspects of defining leisure have been accepted: period of time, activity and state of mind.

Leisure as a period. Leisure is the period of time without work or community obligations and the tasks necessary for existence (housework, sleep and food).

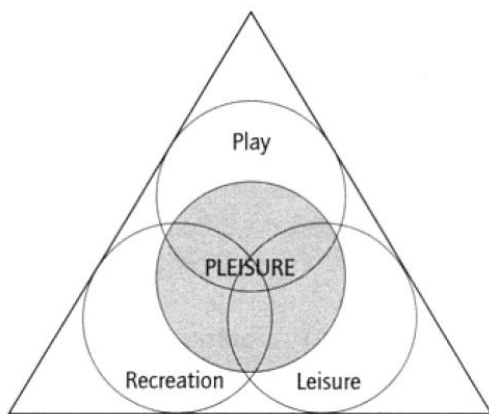
Leisure as an activity. Leisure includes a wide range of activities that a person engages in to relax, have fun, develop personally and enjoy life.

Leisure as a state of mind. Leisure as a state of mind is a way of being as an attitude and perception with what a person chooses to do according to their own judgment. Having free time is one of the oldest dreams of people. The pleasure of spending leisure creates a sense of freedom, without the external constraints of work, family and community. Having free time, doing what you want and enjoying it is a state of being, an intrinsic motivation to rest, have fun, increase your knowledge, improve your skills and indulge in your own will [3].

Through the emotions created, spending free time is also a new experience of refreshing the body and mind to resume the daily toil in full strength. Leisure relationships created with new people and new places also lead to a sense of satisfaction and fulfillment [2].

As can be seen from figure 1, marketing management of leisure tourism services assumes that between the three activities (game, recreation and entertainment) there is an interference from which results what is known as the "pleasure principle" (Fig. 1.a).

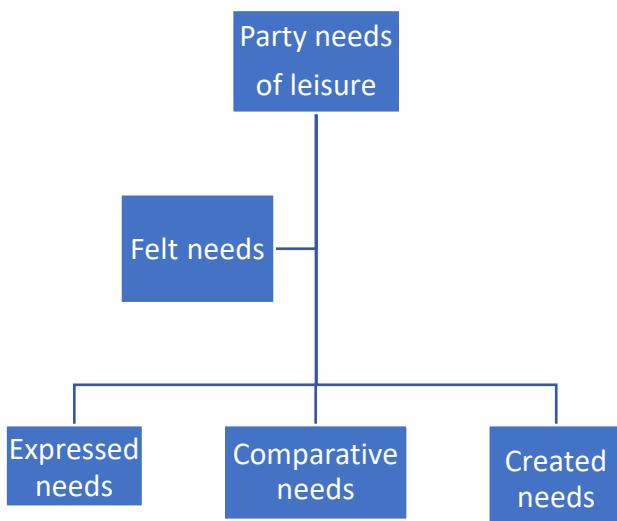
Game refers to enjoyable leisure activities that involve an aspect of competition between two or more participants according to certain tightly woven rules and regulations.



a) The pleasure principle



b) Leisure management



c) Leisure needs

Fig. 1. Marketing management of leisure tourism service

Recreation encompasses all the activities that people choose to do to refresh their bodies and minds and make their free time more enjoyable. In its purest sense, recreation can be a refreshing experience through

rest, beach, walking, dancing, meditation, and any other activity that helps reduce stress and fatigue through relaxation.

Entertainment focuses on activities that provide fun and enjoyment. If leisure is the time used for recreation and entertainment, entertainment is the act of being entertained by something or someone. Recreation is the peaceful and relaxing activities through which people recharge and refresh themselves during their free time.

Entertainment is participating in animated, thrilling and engaging activities for fun, enjoyment and unforgettable experiences in leisure time [1].

2. Method

Leisure management means to plan, organize and manage tourism leisure services (play, recreation and entertainment) according to the needs of tourists, as shown in (Fig.1.b.) by which it is proposed as a method of analysis and synthesis a different marketing mix based on 10 components:

- the traditional 4Ps: *product, price, promotion, placement* ;
- the 2Ps in services: *personal and process*;
- the modern 4Cs: *consciousness, communion, customization and communication*.

People need leisure just as they need food, shelter, warmth and safety. Therefore, spending free time was closely related to social needs and specialists like Brandshaw (1972) and Godbey (1976) identified four categories of needs [5], as shown in the diagram in figure 1.c:

Felt needs and leisure time. They are needs that a person thinks they want to do as a leisure habit. They give the agreement manager the intuition to anticipate what preferences tourists have.

Expressed needs and leisure. They are needs felt and put into practice by a person. In this case, the agreement manager obtains information about the preferences and tastes of tourists through open communication with them.

Comparative needs and leisure. There are needs that arise in a person by comparison with how a friend, a relative, another person spent their free time. It is the occasion when the agreement manager takes care to tell and offer tourists experiences lived by other tourists.

Created needs and spending free time. Needs are created in agreement management for tourists through new activities different from those they participated in previously. They are accepted by participants without questions or other wishes.

People therefore have needs and desires to enjoy their free time, but these differ from one person to another, as can be seen from the satisfaction matrix in figure 2.

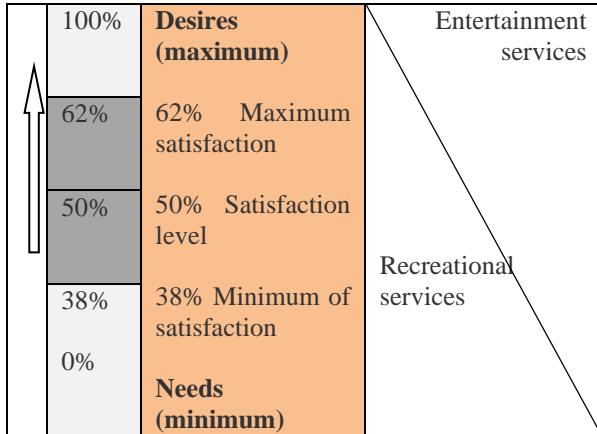


Fig. 2. The satisfaction matrix

Therefore, leisure programs must be designed to provide a wide range of activities and opportunities for people to experience more leisure alternatives in the most enjoyable way through: suitable conditions, expected satisfactions and positive outcomes.

Right conditions. Recreation and entertainment programs should be designed with enough options for different people so that there is freedom of choice.

Expected satisfactions. To be at the expected level, leisure services must offer unforgettable experiences through: challenge, novelty, self-expression, joy, fun, etc.

Positive results. To be effective, leisure services must lead to positive outcomes by increasing self-esteem and well-being, both physical, emotional and social.

Everything, in a golden ratio 38/62 between needs and desires.

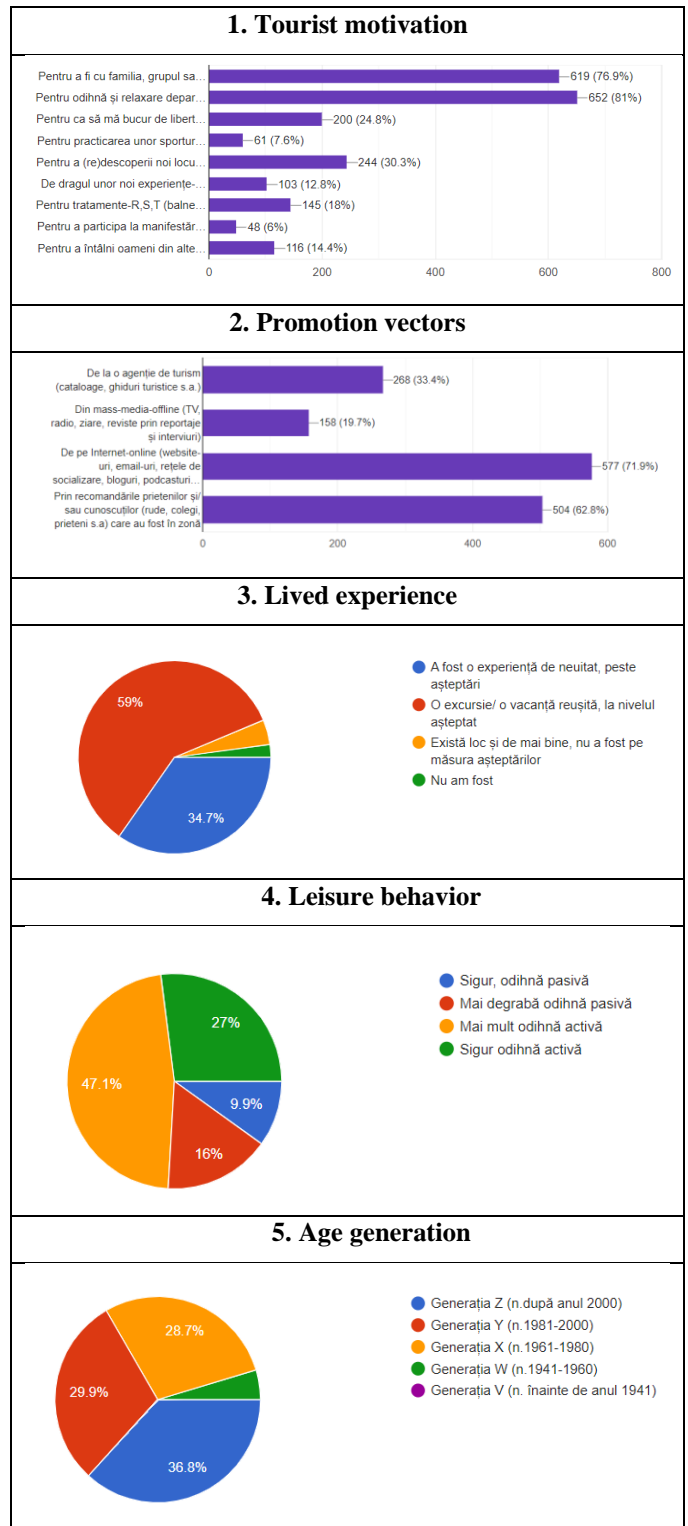
3. Main Results

In order to obtain results from the primary research confirming or not the working method based on the 10-component marketing mix, during the summer vacation period (May, 2023-October, 2023), a survey was conducted among tourists who visited the Banat region from Romania on the degree of satisfaction with leisure tourist services. The online interview technique was applied 810 respondents answered the questionnaire in electronic format. The questionnaire was structured on 40 questions, of which 35 are content and 5 are identification.

Among the segmentation criteria, the criterion of the 5 age generations (Z, Y, X, W, V) and the psychological criterion on the behavior of tourists regarding active rest and passive rest stand out.

The most representative results are presented in table 1:

Tab. 1. Contingency Table



1. *Tourist motivation.* Given three options to choose from, tourists answered that the main motivation is rest and recreation (652, 81%). The second motivation was to discover new places and people (244, 30.3%), and the third

was to enjoy freedom in wild places (200, 24.8%);

Promotion vectors. The main promotion vector is the Internet through its online services (Web, Social, Video, Email) (577, 71.9%). They also made the tourist destination known by the recommendation of friends and acquaintances (504, 62.8%);

2. *Lived experience.* For 276 respondents (34.7%) it was an unforgettable experience and exceeded expectations. A percentage of 59% (469 respondents) of the tourists stated that it was a successful vacation, at the expected level. Only 33 respondents said that there is room for better and the vacation was not up to expectations.
3. *Leisure behavior.* Almost 75% of respondents prefer active rest, while passive rest is sought by only a quarter of respondents. 35% of the respondents were pleased with what they saw and the leisure services, and 42% felt the state of relaxation.
4. *Age generation.* Respondents from all generations participated in the research: Generation Z (37%), Generation Y (30%), Generation X (27%), Generation W (5%), Generation V (1%).

4. Conclusions

This paper presents a new way of applying marketing management methods, techniques and tools for leisure tourism services between the needs and wants of tourists.

The leisure needs of tourists are fulfilled through recreation and entertainment services based on the premise that people are three-dimensional in terms of needs and desires:

- we are like everyone else;
- we are different from others as a group;
- we are unique, like no other person.

The possibilities of spending free time during a vacation, at a tourist destination are made aware of and particularized on the three dimensions, taking into account the following influencing factors:

1. Although each person has their own leisure needs, these change as one moves from one phase of life to another. The needs are constantly changing from one age generation to another (X, Y, Z), from one stage of life to another (marriage, parents with children, retirement);
2. Leisure needs can be felt, expressed, compared or created. Therefore, leisure needs may not exist and must be created individually or in groups;

3. Although there may be many leisure constraints, tourists are free to choose whatever they want for coolness and fun for self-indulgence and "mountains to climb" for self-fulfillment;
4. The motivations for spending free time on a trip, on a vacation or in a certain destination are so diverse: new experiences such as adventure and adrenaline, escape from everyday life, interaction with new people;
5. The accessibility of the facilities and the quality of the recreation and entertainment services are for the development of the whole person: body, mind and spirit.

In the conditions of great turbulences that occur from one day to the next, there is a need for a marketing mix that has not only "body" through the 4Ps (product, price, placement, promotion), but also "soul" through young people 4C (consciousness, communion, customization and communication). Because tourism today is seen both through tourist products and as tourist services, it is necessary to complete the marketing mix with the 2Ps of services: the personnel component and the process component in the hospitality industry.

Every tourist must be aware of "What he gains if he chooses a trip or a tourist destination" but also "What he loses if he doesn't go on vacation?" The offer must be customized (customized) for each target group and must be carefully accredited to meet the expected quality standards and achieve an interactive communication both off-line (face to face) and on-line.

Recreation is an essential component of leisure tourism services. In tourism, recreation refers to activities that take place during vacations and bring pleasure, relaxation and revitalization. These activities help tourists to rejuvenate both physically and mentally after periods of work and stress.

The key elements that define recreation within leisure tourism services are:

1. **Freedom of choice:** the tourist has the freedom to choose the recreational activities according to his own will;
2. **Revitalization:** through recreation, the tourist has the opportunity for physical and mental regeneration;
3. **Pleasure:** recreation gives the tourist a sense of pleasure, joy and satisfaction;
4. **Socialization:** through recreation there are opportunities for social interaction between tourists, between tourists and hospitable hosts, between tourists and residents;
5. **Personal development:** through recreation, tourists can learn and develop new skills.

An important aspect is the subjective nature of recreation. What is considered recreation for one tourist may not be for another tourist. For example, for some tourists cycling is an active form of recreation, for others it is a necessity to travel from one place to another, in

certain tourist destinations. Moreover, an active recreation for one tourism may be considered a passive recreation for another, depending on the perceived level of effort or involvement.

The main similarities between active and passive recreation are:

1. Both active and passive recreation are primarily aimed at regeneration, relaxation and restoration;
2. The two forms of recreation offer opportunities to socialize, either with friends or with other tourists or residents;
3. Both forms of recreation are key components in the tourist offer and are sought after by tourists.

However, there are also **differences** between the two forms of recreation:

1. Active recreation often involves greater physical exertion, while passive recreation is accomplished through quieter activities;
2. Active recreation requires more involvement, while passive recreation activities can be more contemplative.

A distinct place is occupied by cultural recreation that not only educates and informs tourists, but also enriches the personal experience of each tourist through contact with different cultures.

Entertainment is the component that adds value to the tourist experience and contributes decisively to the satisfaction and loyalty of tourists.

The characteristics of entertainment in tourism are:

1. **Variety:** From live shows to theme parks and from sporting activities to cultural events, entertainment can take many forms of entertainment according to tourists' preferences;
2. **Experience:** Entertainment is focused on providing a unique, unforgettable experience. Whether it's a balloon ride, a magic show or a traditional cooking class, the entertainment offered will remain in the memory of tourists;
3. **Interactivity:** in many of the entertainment activities, tourists actively participate and feel alive in these multiple entertainment possibilities;
4. **Interculturality:** entertainment is also a way to explore and understand the culture and traditions of a tourist destination, such as traditional festivals, dance performances or local music;
5. **Creativity:** entertainment activities have increasingly incorporated new innovative elements based on digital technology where Artificial Intelligence and Virtual Reality create experiences for tourists.

The benefits of entertainment in tourism can be:

1. **Attracting more tourists:** entertainment attractions can be a real magnet for tourists and make the tourist destination a "must-see" place;
2. **Extending the duration of a stay:** a varied offer of entertainment can cause tourists to extend their vacation;
3. **Diversifying the tourist experience:** entertainment can provide new, multiple and surprising experiences for tourists;
4. **Promotion of the culture and heritage of the tourist destination:** all events and entertainment attractions based on local culture contribute to the preservation and valorization of the cultural heritage of the tourist destination;
5. **Increasing local income:** entertainment incentivizes tourists to spend more for the benefit of the economy of the tourist destination.

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Personal Notes

Popovici Gheorghe (born in 1958) graduated from the Faculty of Mechanics of the " Politehnica " University of Timișoara , he was awarded a PhD degree in engineering in 1995 by UP Timișoara and a PhD degree in marketing granted in 2007 by the West University of Timișoara . Technical-scientific publications: 25 books, 3 patents and 140 scientific papers published in the fields of Engineering and management of technological systems, Marketing, Tourism Marketing and Online Marketing. For the works he received the "Ion Ionescu de la Brad" award of the Romanian Academy (2019).