# *Training   4:*

# *Promoting Sustainable Tourism Growth in Rural Areas*

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pentru Dezvoltare Rurală

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of the European Union

# LOGBOOK

- Introduct ion (5 mints)
- SIGNIFICANCE OF PROMOTION IN RURAL TOURISM (20 mints)
- Importance of Cultural and Architectural Heritage in Rural Tourism (20 mints)
- Importance of Natural Heritage in Rural Tourism (20 mints)
- Methods for Promoting Sustainable Tourism in Rural Areas (20 mints)
- Final Quiz ( 20 mints)

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# SAILMAP



SIGNIFICANCE OF PROMOTION IN RURAL TOURISM

Importance of Cultural and Architectural Heritage in Rural Tourism

Importance of Natural Heritage in Rural Tourism

Methods for Promoting Sustainable Tourism in Rural Areas

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# OBJECTIVES

This module aims to emphasizes the methods for promoting sustainable tourism growth in rural areas while recognizing the value of preserving & protecting the authentic cultural, architectural & natural heritage .

- <u>Learning objectives</u> :

  - *analyze and comprehend the role of promotion in enhancing the visibility and appeal of rural tourism destinations ;*

  - *develop an appreciation for the authentic cultural, architectural , and natural heritage of rural areas and understand how these elements can be leveraged to promote tourism ;*

  - *learn about various methods and strategies that can be used to promote sustainable tourism growth in rural areas .*

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# INTRODUCTION

❑ The tourism industry is constantly evolving, quickly adapting to changes in consumer behavior and new visitor preferences .

❑ **Cultural - artistic services** are an increasingly relevant segment, reflecting a growing demand for authentic tourist experiences that enrich travel experiences .

❑ **Experiential tourism,** that emphasizes authentic experiences and the active involvement of tourists in the local culture, is gaining ground .

❑ Consumers are increasingly looking to connect with the essence of the places they visit, by participating in cultural and artistic activities that allow them to experience authentic traditions and values .

❑ This shift underlines a transition from a **passive consumption of tourism services to an active and engaged one .**

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# INTRODUCTION

❑ The impact of technology on tourism has been significant, transforming the way consumers access and consume tourism services .

❑ **Augmented reality, virtual reality and social media platforms** have become important tools for promoting and capitalizing on cultural and artistic heritage .

❑ These technologies offer new ways to explore and interact with culture, allowing access to immersive cultural experiences regardless of the consumer's physical location .

❑ In the past, access to tourist information was limited to those provided by travel agencies, in brochures and printed guides .

❑ Today, the internet and the mobile applications allow tourists to access a wide range of information via a few clicks .

# INTRODUCTION

❑ Price comparison  sites, booking  apps  and  review  platforms  have  democratized  access  to information,  allowing  tourists  to plan  and  custom ize trips  in a way  that  was  previously  impossible .

❑ The  extensive  use  of  the  internet  has  also  changed  the  tourist  acquisition  behavior .

❑ **Online  bookings**  have  become  prevalent,  offering  increased  flexibility  and  convenience  .

❑ Tourists  can  now  quickly  compare  options,  read  reviews  by  other  travelers,  and  make  informed  choices,  all from  the  comfort  of their  own  homes .

❑ **Social  media  platforms**  have  a  significant  impact  on  how  tourists  choose  their  destinations  and  activities .

❑ Stunning  photos,  captivating  stories,  and  recommendations  from  influencers  can  impact  on travel  decisions,  turning  obscure  places  into  popular  destinations .

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# INTRODUCTION

❑ Social media facilitates the exchange of experiences between travelers, creating a global community of people with similar interests .

❑ Consumers' travel decisions are increasingly influenced by online reviews and user - generated content .

❑ Review platforms and social networks play a crucial role **in shaping tourists' perceptions and expectations** , including in the choice of cultural - artistic services

❑ This trend underlines **the importance of online reputation management for tourism service providers** .







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# SIGNIFICANCE OF PROMOTION IN RURAL TOURISM

❑ Communication   activity  plays  a  vital  role  in  promoting   any  tourist  destination  and  can  contribute   to changing   tourist  behavior  by attracting   the attention   of potential   tourists  and  influencing   them  to visit a particular   destination  .

❑ The importance   of communication   in rural  tourism  goes beyond  the satisfaction  of tourists,  the  promotion   of the destination   and  the  quality  of services .

❑ Communication   in tourism  plays  an  important   role in facilitating  **the cultural exchange   and  the  social  integration** .

❑ Research  has shown  that information   about  the rural  tourism  product  must  be presented   in such a way that a potential   tourist  develops   an image  in his or her mind  that convinces   him or her that that destination   is the right  choice .

❑ **The objectives   of promoting   rural  tourism** are :

  • promoting   the tourist  product  on a large  scale ;

  • making  an attractive   presentation   to encourage   many  people  to visit a particular   destination  ;

  • building  a compelling   message .

# SIGNIFICANCE OF PROMOTION IN RURAL TOURISM

## BENEFITSOF COMMUNICATION IN RURALTOURISM

Communication helps tourists with the information they need to plan their trip    .

Communication improves the quality of services offered to tourists.

Raising awareness on the importance of sustainable tourism practices and the impact of tourism on the environment    .

Avoiding misunderstandings and conflicts that may arise because of cultural or linguistic differences.

Communication is important for the sustainability of the tourism industry    .

Communication plays a crucial role in ensuring the safety of tourists.

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# SIGNIFICANCE OF PROMOTION IN RURAL TOURISM

❑ **The main challenges** for tourist destinations in terms of **promotion** activity include :

- to determine the most effective way to promote tourism products,
- to establish a positive image ; to increase the visibility of tourist destinations &
- to capture the attention of as many tourists as possible .

❑ The range of promotional means available is increasing and becoming more and more fragmented as it offers better insights for targeting potential customers .

❑ Being a complex process, **promotion is modeled according to the needs and situations in which it is applied** , being customized according to the customers' request, their needs .

❑ **Promotion in rural tourism helps (to)** :

- communication through different tools with potential customers ;
- put an emphasis on the benefits that customers can take advantage of during a stay at a destination ;
- create an image for a product or service that was not yet released ;
- increase business profit ;
- Increase notoriety ;
- attract a high number of local tourists but also in other areas .

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# SIGNIFICANCE OF PROMOTION IN RURAL TOURISM

❑ **Information and communication technologies (IT&C)** have had a profound impact on the tourism industry .

❑ From how tourists research and plan their trips, to how they book their accommodation and navigate during their travels, **information and communication technologies have a particularly beneficial role in shaping the way we experience tourism** .

❑ **Mobile technology** has lead to :

- the development of responsive websites and mobile applications ,

- the use of location - based services ,

- the use of augmented reality to enhance the tourist experience .

❑ For many people, **the mobile phone** is much more than a communication tool or an accessory of everyday life, but it **has become an inseparable part of life** .





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# IMPORTANCE OF NATURAL HERITAGE IN RURAL TOURISM

❑ Tourism heritage represents the identity of a particular group or community .

❑ The **intangible cultural heritage** provides "communities and groups ...with a sense of identity and continuity" .

❑ The same applies to the **material cultural heritage** .

❑ UNESCO has stated that "the loss of heritage ... can take away from communities their identity and memory, including the physical testimony of their past" .

❑ Tourists are increasingly interested in the impact of their visits on the environment and local communities and tend to prefer services that promote responsible practices .

❑ This is also true in the context of cultural - artistic services, where there is a preference for events and **activities that support the preservation** of cultural **heritage and support the development** of local communities .

# IMPORTANCE OF NATURAL HERITAGE IN RURAL TOURISM

❑ **The cultural resources and cultural heritage** can contribute to an area's 'innovative habitat', making communities more attractive .

❑ It is necessary to capture the audience and leave them with a sense of pleasure, appreciation and understanding .

❑ Tourists should be able to easily discover all the information necessary for a trip to be pleasant .

❑ The most important aspect in terms of cultural - historical tourism is the further promotion of tourist destinations in various ways and the protection of cultural heritage by public organizations so that the value of cultural - historical monuments is preserved for a long time .

❑ **Cultural heritage** is certainly one of the most important attractions for international tourism . At the same time, tourism can be a way for local communities to learn and preserve their heritage .

❑ **Cultural - historical tourism** is a type of tourist activity in which the essential motivation of the visitor is to learn, discover, experience and consume the tangible and intangible cultural attractions/products of a tourist destination .

❑ Cultural - historical tourism can satisfy the cultural and leisure aspirations of the local community, providing residents with a greater sense of belonging to their homeland, as well as intercultural awareness both inside and outside a community .

# IMPORTANCE OF NATURAL HERITAGE IN RURAL TOURISM

❑ Tourism and heritage researchers occasionally use terms such as "heritage tourism" and "cultural tourism" as two distinct but usually highly related and interrelated phenomena.

❑ Heritage tourism is more often associated with rural areas and old places, cultures, arts and performances.

❑ In contrast, cultural tourism is associated with the participation in modern cultures, music, contemporary arts, especially in urban areas.

❑ However, cultural and heritage tourism seem to have more similarities than differences.

❑ Cultural-historical tourism has become a major source of income for many communities and states around the globe.

❑ Not only does it create jobs, but it has the potential to bring in much-needed income from outside the community and boost the local economy beyond the capacity of its own residents.

❑ Tourism must find a means of **harmonizing the promotion of traditions and their preservation** .

❑ Tourism is an effective tool for promoting and accessing cultural heritage, but it comes with problems such as overcrowding, proximity to culture and the risk of losing authenticity.

# IMPORTANCE OF NATURAL HERITAGE IN RURAL TOURISM

❑ **Rural tourism** is a form of tourism that takes place in rural areas and involves the exploitation of natural resources and anthropogenic tourism resources of the rural area, as well as the development of social and economic activities that generate benefits for local communities .

❑ Rural tourism depends mainly on the unique natural resources and cultural heritage of destinations, and the importance of protecting and sustaining these values is often overlooked .

❑ In recent times, **the natural and the cultural heritage** of the destinations that constitute the offer of traditional mass tourism is losing its essence as a result of excessive commercialization .

❑ For this reason, rural tourism, one of the types of ecotourism that instills awareness of the protection of natural and cultural resources and considers these values in the sphere of sustainable tourism, has emerged as an alternative to mass tourism .

❑ Due to these characteristics, cultural tourism and ecotourism have become almost integrated with rural tourism .





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# IMPORTANCE OF NATURAL HERITAGE IN RURAL TOURISM

❑ **Rural** tourism is a form of tourism that takes place in rural areas and involves the exploitation of natural resources and anthropogenic tourism resources of the rural area, as well as the development of social and economic activities that generate benefits for local communities.

❑ Rural tourism depends mainly on the unique natural resources and cultural heritage of destinations, and the importance of protecting and sustaining these values is often overlooked.

❑ Lately, the natural and cultural heritage of the destinations that make up the offer of traditional mass tourism is losing its essence as a result of **excessive commercialization** .

❑ For this reason, **rural tourism** , one of the types of ecotourism that **instills awareness of the protection of natural and cultural resources** and considers these values in the sphere of sustainable tourism, has emerged as an alternative to mass tourism.

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# IMPORTANCE OF NATURAL HERITAGE IN RURAL TOURISM

❑ **Tourists** consider locations outside cities to be as important as tourist attractions in the city itself.

❑ Villages, noble houses, castles and monasteries are examples of such places.

❑ In addition, there are attractions outside the city based on natural resources, such as national parks, nature reserves, wildlife parks, nature trails, vineyards, natural coastlines, and sandy beaches.

❑ Tourist attractions help in the development of a nation's tourist destination and economy.

❑ Any tourist destination comprises tourist attractions, which are considered a necessary element and a competitive advantage.

❑ The level of satisfaction of tourists is evaluated according to the cultural attractions, promotion, hospitality, uniqueness and expenses incurred by building tourist attractions.







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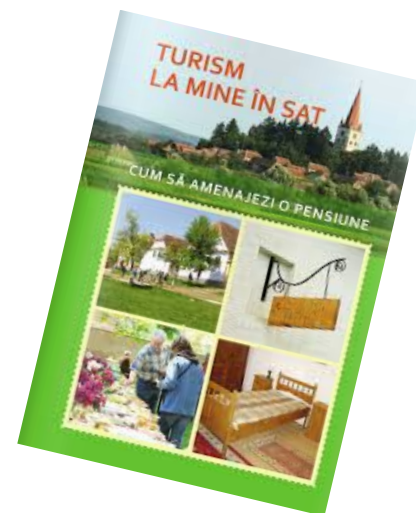| Advertising | Sales promotion | Public relations |
|---|---|---|
| Participation in fairs and exhibitions | Personal sales | Internet |

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## ADVERTISING IN TOURISM

❑ The following types of media can be used in a publicity and avertising campaign :

- magazines,
- newspapers ;
- publications by tourist offices ;
- audiovisual media (radio, cinema, television) ;
- billboards and posters ;
- outdoor media (buses, taxis, trains, gas stations) .

❑ **Printed materials** are used to support a range of other promotional activities . There is a wide range of printed materials that can be used in the promotional activity, such as :

- stationery;
- price and fee lists;
- brochures, restaurant menus and wine lists;
- conference brochures, wedding brochures, special brochures;
- promotional materials for the sales team;
- room information (hotel facilities and room service menu) ;
- promotional leaflets with special prices ;
- Newsletter.

❑ **The quality and design of the printed materials** build impressions among the target audience .

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# METHODS FOR PROMOTING SUSTAINABLE TOURISM IN RURAL AREAS

❑ The different types of printed materials provide different types of information and have a different shelf life.

❑ They must include essential information that the customer needs to know:

- clear location maps;
- information on the availability of parking spaces;
- details of the location of the conference/meeting rooms, including the number of people that can be accommodated, the style of the location, including length, width, height, lighting, etc.;
- information on ventilation and air conditioning facilities;
- details on the number of rooms and types of rooms available;
- menus etc.

## SALES PROMOTION

❑ Sales promotion  is meant  to boost  sales among  consumers .

❑ The main  tools  used  in sales promotion   are :
- information   techniques  (point - of - sale advertising,   exhibitions,  etc .)
- stimulation   techniques
- promotional   gifts, bonuses, contests  and rebates  help attract  customers, increase  the number  of days  of a stay, but  also  the frequency   of purchasing  tourist  packages .

❑ Stimulation  techniques  include :
- promotional   gifts,
- rebates,
- awards  and contests .

❑ Promotional   gifts, bonuses,  contests  and rebates  help attract  customers, increase  the number  of days  of a stay, but also the frequency  of purchasing tourist  packages .

❑ In the travel  industry,  sales promotions   are used  to offer discounts,  special  offers, and bonuses  to customers   who book a trip within  a certain  period  of time .

❑ They can  be used  to target  specific  market  segments,  for example,  families, business  travelers,  or seniors . In this  way, tourism  businesses  can effectively communicate    their offers to the target  group  and increase  sales .

## PUBLIC RELATIONS

❑ **The main public relations tools** used by national tourism organisations in tourism promotion are :

- organising radio and television contests in the country of destination
- writing press releases and organizing press conferences with key employees in the field of tourism in order to disseminate information on the destination,
- organization of cultural programs, musical and folk programmes,
- TV interviews,
- exhibitions and national friendship weeks in the country where the national tourist office is located,
- encouraging department stores, fashion show organisers and production companies to project the country or part of the country as a promotional case at their premises .

❑ The PRactivity needs "stories" around which to create publicity campaigns .

❑ The right stories include company news, events, new menus and special offers, and enticing stories about customers and employees .

❑ In the tourism industry, public relations are : used to create and maintain a positive image for a particular country, a tourist , jdestination in the minds of people who are able to influence the public opinion and ournalists , oriented towards creating and maintaining an atmosphere in which traveling is perceived by the public as associated with certain advantages of visiting a destination .

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## PARTICIPATION IN FAIRS AND EXHIBITIONS

❑ Fairs and exhibitions are events that take place periodically, at the national or international level, for the presentation of tourist offers .

❑ In tourism, presentations of maps, brochures, leaflets, videotapes, etc . are used .

❑ The events held within them are : meetings with consumers, tourist films, press conferences, interviews, shows, etc .

❑ Participation in tourism fairs and exhibitions is more efficient compared to the use of other tourism promotion tools due to the fact that it offers the possibility of exhibiting a variety of products and services and the costs of launching them on the market are lower, these facts being due to the large number of buyers who attend the event .

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## PERSONAL SALES

❑ Personal selling is that part of the marketing communication mix that refers to the direct interaction between the seller and the buyer .

❑ This is a highly effective form of communication, as the seller can respond to the individual needs of the consumer and provide a personalized and flexible solution .

❑ Personal selling techniques are often most effective for high‑engagement decisions where there is a high degree of risk and/or complex decision‑making .

❑ The sale of tourism products or services is divided into three categories :

- external point of sale (travel agency) ;
- internal point of sale (in the hotel reception) &
- home booking system (booking and answering by mail, TV, radio and phone calls) .





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## INTERNET

❑ Internet is an important tool for tourism promotion .

❑ Thanks to it, information can spread much faster than in other cases, without high costs .

❑ The websites present general information about tourist attractions, the list of temporary exhibitions, events, communication and promotion activities, publications, as well as a film promoting their image .

❑ The services that are most often associated with **social media** include :

- blogs,
- Wikis (Wikipedia),
- social network websites,
- media sharing websites etc .

❑ In addition to the aforementioned tools, this type of promotion can also take other forms, such as :

- e- mail,
- online banners ,
- online newspapers and journals ,
- dedicated computer apps .

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## SOCIAL NETWORKS

- Advertising through social media is a cost-effective way to increase recognition.

- Nowadays, when we have access to so much technology, most people consult such websites that greatly influence the choice of the next vacation location or accommodation.

- Some of the most well-known **social networks** through which this exchange of information is carried out are: Facebook, Twitter, Instagram, Blogs, TikTok.

- **A vlog** is also a handy tool by which you can easily promote certain destinations, services or products.

- It is a handy method because the costs are very low or almost non-existent because the person in charge only has to film himself and talk about the choices they have made or not in relation to a hostel, a hotel, a location etc.

- **A blog** is a content management system in which users upload short articles – called 'posts' – to the Internet.

- The blog has approximately the same features as a vlog, but those who manage it do not post videos, but express their ideas in writing.

- **A weblog or a blog** is a frequently updated web page that has fairly short posts presented and archived in reverse chronological order.

- Generally, a blog is composed of text, but many of them also include photos.

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# METHODS FOR PROMOTING SUSTAINABLE TOURISM IN RURAL AREAS

❑ **Twitter** is a social network that has gained momentum lately through the use of micro blogging .

❑ The Facebook page, the Instagram page, Tik- Tok, the official websites and the promotional videos uploaded on the Youtube platform have a very big impact on the target audience, at the same time reaching several age categories .

❑ Organizations use **Facebook** to advertise online by creating "fan pages" .

❑ **Instagram** is an app created specifically for the phone, designed specifically for managing visual content .

❑ **Pinterest** is an image - sharing platform, based on a search engine where users discover new content .

❑ More and more organizations are creating Instagram or Facebook pages to be able to send promotional messages and offers that **customers can benefit from much more easily** .

❑ **Tourists can leave reviews** for every restaurant, hotel, museum, or any other tourist attraction they have visited .

❑ Tourists can communicate directly with their representatives in relation to any doubts or dissatisfactions they may come across .

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# METHODS FOR PROMOTING SUSTAINABLE TOURISM IN RURAL AREAS

❑ **Platforms such as Instagram and Pinterest** are highly visual and have become essential for promoting cultural destinations and artistic events .

❑ Visually appealing photos and videos are quickly shared, reaching global audiences in a very short time .

❑ This provides cultural institutions and artists with the opportunity to showcase their work and locations in a direct and impressive way, capturing the interest of a diverse audience and stimulating the desire to explore and visit .

❑ Users are often inspired by the visual content they see online, which can trigger a spontaneous planning of a trip to personally experience what they have seen in the virtual environment .

❑ **TikTok** is the newest social app out of all the mentioned ones .

❑ TikTok – a platform dominated by the younger generation – has become a fertile ground for disseminating cultural narratives in a fast-paced and engaging format.

❑ Short, often creative and funny videos can quickly go viral, reaching millions of users around the world.

❑ Through its interactive and accessible nature, TikTok allows young artists and cultural institutions to express their creativity and reach an audience that may not otherwise have been exposed to these forms of art and culture.

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- ❑ In the **YouTube app** , users can post content (based on login) or watch what other users post .

- ❑ YouTube is also very practical when it comes to promoting a service or product . Any smartphone user can create their own YouTube channel .

- ❑ **Influencer marketing** represents the series of activities and actions that a person who has this influence undertakes through various communication channels, transmitting messages designed by the brands with which he or she is associated in his or her own and creative way .

- ❑ **Influencers** - ordinary people who a certain influence over other, that can be measured through the amount of content they share online .

- ❑ **Social media influencers** are people who influence user behavior through videos (both long and short, respectively 15 seconds – Reels), posts, tweets and messages .

- ❑ When influencers personally participate in cultural experiences and share them with their audience, it can feel a deeper and more personal connection to the contents endorsed .

- ❑ Authenticity in the reporting of experiences contributes to a better and more nuanced understanding of the cultural context, avoiding the pitfalls of stereotypes or excessive commercialization .

- ❑ Influencers who base their content on real experiences and authentic interactions with the local culture are more likely to generate a meaningful and lasting impact .

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# METHODS FOR PROMOTING SUSTAINABLE TOURISM IN RURAL AREAS

- ❑ **Storytelling marketing** is an effective tactic in tourism, and social media provides the perfect tools to tell engaging stories that attract potential travelers .

- ❑ Creating content that goes viral isn't limited to simply posting impressive images ; involves telling a coherent story that responds emotionally and resonates culturally with the audience .

- ❑ Successful campaigns integrate authentic stories about places, people, and experiences, turning each post into an invitation to explore and live those moments .

- ❑ Influencers make an effective use of storytelling to educate the audience about the cultural activities they are exploring .

- ❑ Through personal narratives, they can incorporate historical information, cultural significance, and local perspectives, turning each post into an accessible and engaging lesson on culture .

- ❑ This way of presenting transforms learning about other cultures from a seemingly dry task into an immersive and interactive experience .





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**Q.**

**A.**

Would you like to clarify something ?
Final Quiz !

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# FINAL QUIZ

❑ 1. What are the main benefits of promoting tourism businesses? Name them .

❑ 2. What is the meaning of 'cultural heritage'?

❑ 3. What are the main promotion methods you would use in promoting a rural tourism business?

  ➢ A. Name the promotion methods .

  ➢ B. Give details on the manner in which they can be used in promoting a rural tourism business

❑ 4. What are the main benefits that you can identify in promoting rural tourism via the Internet?

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Thank you for your kind participation!