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ROMANIAN TRAVEL AGENCIES: RE-BUILDING UP CORPORATE IMAGE THROUGH OFFERS

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Abstract: This study presents and analysis of the way 10 Romanian travel agencies ranked among the first 10 in Romania in 2019 have managed to re-build their corporate image after the Covid-19 pandemic through offers made on their websites. The authors investigated the "About (Us)" page of their websites in search of common and specific "offers", identifying the most common offers mentioned on the websites of these travel agencies, the travel agencies with the largest number of offers, and the qualifiers of these offers.

• Introduction

The corporate image of an organisation has been defined in various ways. Abratt gathered some of these definitions: "the net result of the interaction of all the experiences, beliefs, feelings, knowledge and impressions, that people have about a company" (Bevis, 1967), "all planned and unplanned verbal and visual elements that emanate from the corporate body and leave an impression on the observer" (Selame & Selame, 1975), "the sum of the visual cues by which the public recognises the company and differentiates it from others" (Bernstein, 1984), and "the profile - or sum of impressions and expectations of that organisation built up in the minds of individuals who comprise its publics" (Topalian, 1984). Impression (a graphic or pictorial representation of someone or something), picture (an impression of something formed from a description), and reflection (an idea about something, especially one that is written down or expressed) could all be synonyms for corporate image.

• Material and method

The material used in this study consisted in the offers identified on "About (Us)" page of the websites of the first ten Romanian travel agencies in 2019 - Touring Europabus Romania, Business Travel, Paralela 45 Turism, Vola.ro, Christian Tour, Aerotravel, Eximtur, Happy Tour, Accent Travel & Events, and Prompt Service Travel Company.

The method used was corpus analysis: both "theoretical corpus analysis studies" and "practical applications of corpus analysis on the English of tourism" have been used in this paper.

• Results and discussions

The offers of the ten Romanian travel agencies are presented below, as follows: Eximtur mentions 21 offers, Aerotravel mentions 15 offers, Accent Travel & Events, Prompt Service Travel Company and Touring Europabus Romania mention 4 offers each, Vola.ro mentions 3 offers, and Business Travel, Christian Tour, Happy Tour and Paralela 45 Turism do not mention any offers. These have been extracted from the "About (us)" pages of travel agencies, where available, and reflect their situation after two years of the Covid-19 pandemic and in a period of resurgence in tourism activity. Offer qualifiers indicate exceptionality (17 occurrences) and economic advantage (9 occurrences):

- Exceptionality: complete (complete tourism products, complete travel services), diverse (diverse destinations, diverse services), high-quality (high-quality tourism products, high-quality travel services), preferential (preferential prices, preferential rates), dedicated (dedicated services), exotic (exotic vacations), individual (individual stays), memorable (memorable experiences), casual (occasional transport), online (online ticketing), perfect (perfect experiences), personalized (custom services), specific (specific Services);
- Economic advantage: preferential (preferential prices, preferential tariffs), financial (financial transparency), good (good quality: price ratio), interest-free (interest-free installment payments), low (lowest tariffs), multiple benefit (multiple - benefit contracts), tripartite (tripartite contracts) and flight ticket included (stays with flight ticket).

• Conclusions

Accommodation in Romania is offered by 3 travel agencies; Accommodation abroad, Complete travel services, Cruises, Events, Exotic holidays, Individual stays, M.I.C.E. services, (Online) ticketing, Rent-a-car, and Travel insurance are offered by 2 travel agencies each; Business travel services, Circuits, City breaks, Client support, Complete tourist products, Consultancy, Corporate services, Dedicated services, Diverse destinations, Diverse services, Financial transparency and control, Good quality: price ratio, High-quality tourist products, High-quality travel services, Information, Interest-free instalment payments, Liners, Lowest tariffs upon reservation, Memorable experiences, Multiple-benefit tripartite contracts, Occasional transport, Perfect experiences, Personalised services, Phone assistance, Plane ticket included stays, Preferential prices / tariffs, Reservation system, Ski holidays in Europa, and Specific services are offer by one travel agency each;

The travel agencies with the largest number of offers are Eximtur (21 offers) and Aerotravel (15 offers);

Offer qualifiers point two times more to exceptionality than to economic advantage, which means that travel agencies pay more attention to the illusions they sell than to the real economic advantages of their offers.

It seems that only two of the ten travel agencies have paid proper attention to re-building their corporate image after the Covid-19 pandemic.

