

BEHAVIOR OF CULTURAL TOURISM CONSUMERS

Lilia CHIRIAC, PhD., Assoc.prof.

Technical University of Moldova

Abstract: The article presents the issue of marketing in the field of cultural tourism, addresses specific aspects of consumer behavior of cultural products and services. The intensification of the development of the demand for cultural products and services, as well as the diversity of these types of products and services have favored the assimilation of marketing principles and methods in the promotion of cultural tourism. This fact allows the harmonization of the tourist offer with the cultural needs of the target public, thus achieving the strategic objectives of the tour operators. Investigating the tourist market, the demand and supply of cultural products / services, studying the structure and volume of cultural consumption, systematic research of the needs and expectations of beneficiaries, anticipating or creating new needs, separating the behavioral particularities of tourists who appreciate, cultivate and pass on cultural values, encouraged the implementation of the marketing approach in the activity of travel agencies in general and those in the field of culture in particular. Taking into account the specifics of cultural products and services, of cultural heritage, it is recommended to identify the most relevant methods and techniques of marketing research. These methods ensure the evaluation of the quality and size of the offer, its harmonization with the manifested demand, the study of the motivation and the degree of satisfaction of the consumers of cultural products and services. For the development of cultural tourism, it is recommended to develop and implement marketing strategies related to the specifics of the identified target segments. This experience will have a favorable influence on the promotion of marketing policies in the field of cultural tourism.

Keywords: cultural products and services, cultural needs, cultural heritage.