

APPLICABILITY OF CERTAIN PUBLIC MARKETING INSTRUMENTS IN THE PROMOTION OF PUBLIC POLICIES

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Abstract:

All governments are judged depending the results supplied to society (more children educated, trains more on time, population health), but also on how well it supplies these results. The impulse towards promoting public policies, and the main motivation of the fact that they represent the core of the governmental activities, is found in the tension between the free market and the public sector. Promoting public policies derived from the need to earn the citizens' support for implementing public policies. The paper objectives are: understanding the public marketing instruments and the analysis of the applicability of public marketing to public administration, of marketing instruments in promoting public policies. The general context of the work refers to marketing instruments, as object and subject of influence for the public policies process, knowing that marketing techniques have a considerable potential for facilitating the acceptance of public policies and of the programs meant for their implementation. In view of reaching the objectives of this paper, we used bibliographic research, the qualitative research and document analysis, as central data collection methods.

Keywords: public marketing, public policies, marketing instruments, public policies marketing

Introduction

In 1990, the public sector from different European countries (Kickert 1997) began to recognize citizens as consumers and to apply the instruments of public marketing and strategic planning (Cousins 1990) in order to „sell” its policies to the citizens. From the moment of accepting marketing in the public sphere, governments used its instruments for a diversity of purposes: to inform the citizens in order to recruit personnel and to improve the quality and the supply of public services, as well as to promote public policies and governmental programs. The applicability of public marketing instruments in the promotion of public policies starts from the role of the public policy „to guide, correct and supplement” where the market mechanism cannot achieve on its own

all economic functions (Musgrave, Musgrave, 1989) and bears the stamp of the specificity of the public sector (Matei, Alexandru, 2000, p. 158). In order to emphasize the applicability of public marketing instruments in promoting public policies, we chose for analysis the national policy in the field of tourism. The reasoning that were at the basis of this choice can be structured as follows: (1) tourism is one of the activity sectors in which the use of marketing instruments is best highlighted, (2) tourism represents a priority field of the national economy and one of the development factors; (3) the European Union concerns for supporting the member states in view of elaborating sustainable public policies.

Theoretical background

Organizations have available a wide range of instruments with which to

influence the „purchase” of consumer behaviour (Wenderoth 2009, pp. 4-6). Nieschlag, Hörschgen, Diechtl 2002, p. 319) underlined that „apart from the difficulties of adequate use, the main problem is the selection of the correct instruments for actual cases”. The generic term, accepted for the marketing instruments, is marketing mix.

From the beginning of the paper, we wish to warn the reader that the analysis performed within the work is not an exhaustive presentation of the public marketing instruments, but it is circumscribed only to the study of the applicability of the public marketing mix in the promotion of public policies. Thinking retrospectively, we notice that the concept was elaborated by Niel Borden, and it comprised 12 elements: product, price, brand, distribution, personal sale, paid publicity, sales promotion, packaging, manner of presenting, post-sale services, logistics and marketing research (Borden 1994, pp. 2-7). Several years later, the marketing mix, as developed by Borden, was reinterpreted by McCarthy, who joined the elements of the mix in four key components, which subsequently became the core of the marketing programs of any organization. Since that moment, the common reference, seen in the specialty literature for these elements is „the four P's”: product, price, placement, and promotion (Kotler 2003, p. 108; Kotler, Lee, 2008; Kotler, Armstrong, 2005, p. 371).

In accordance with the goal of this paper, it is worth to outline that promotion consists of the permanent transmission, through different ways, of messages destined to inform potential customers with respect to products and process support and influencing actions with the intent to develop a favourable attitude towards certain products. Although there is no common viewpoint with respect to the number of components of the promotion mix, it can be considered that they are: (1)

publicity; (2) sales promotion; (3) personal sale; (4) complex promotional manifestations; (5) public relations; (6) brand. Among these, Charter and others (Wilmshurst, Mackay, 2002, p. 78) emphasize the importance of the following components for the sphere of public policies: (1) advertising through the media, the selection of those newspapers, magazines, televisions that cover best the target group and confirm if the promotion campaigns of public policies are supported or not; (2) public relations, the efforts of the public authorities to communicate certain aspects about the characteristics of the organization and of the public policy it promotes. Considering that the marketing mix made up of the four elements presented above is too restrictive, other theoreticians (Booms, Bitner, 1981, pp. 47-51; Moorthi, 2002, p. 260; Gilmore, 2003; Proctor 2007, pp. 8-10) extended the framework, including other three variables: participants – people who supply the service or product, the material support (physical evidence) and the processes.

Together with the marketing mix, the specialty literature (Matei 2006; Buurma 2001, p. 1297; Matei 2004, p. 268) emphasizes the following instruments of public marketing that can be used in the process of public policies:

- market research and segmentation, as modality for anticipating the different needs;
- clear differentiation between the interested factors involved in the marketing process and their interests;
- the need for and the traits of the citizens' demand, in their position as consumers;
- the relationship between the marketing and de-marketing methods;
- marketing organization and the strategic planning of marketing.

From the entirety of these instruments, the marketing mix has the most visible role, its components being the key elements considered by the

authorities in promoting public policies. The best known interpretation of public policies is the definition offered by Thomas Dye (1995, p.4) „what the government chooses to do or chooses to not do”. Throughout the development of the science of public policies, Dye's definition was taken and refined by different authors (Birkland 2005, p. 188; Zahariadis 2003; Peters, Pierre 2006, p. 4). Guy Peters, for example, is among the voices that, in their research, claim that “the simplest manner of defining a public policy is as a sum of the government activities, performed directly or indirectly (through its agents), activities with a certain influence of the lives of the citizens”. The semantic diversity of the expression „ public policy” was synthesized by certain specialty works, through the highlighting of the most used senses of the term (Hogwood, Gunn 1984, pp. 16-23), namely:

- label of governmental activity fields (ex. social policy, economic policy, policy in the field of tourism etc.);
- expression of a general purpose or of finality of a governmental action;
- specific proposal that certain political organizations (interest groups, political parties, the government itself etc.) would want accomplished;
- long-term decisions that the government takes in certain priority field of economy (ex. Government policy in the case of the privatization of the former communist enterprises);
- official authorization, contextualized in this sense by the laws voted in the Parliament or by the government decisions, which allow or request the performing of an activity;
- programs run by the government: regulations, organization and resources;
- products, what the government offers, other than what it promised or authorized by means of legislation: the delivery of goods and services, the

application of rules or the collection of taxes and fees;

- the results of the public policy;
- the existence of a theory or of a theoretical model - any public policy implies a theory or a theoretical model regarding the causality relationship between the phenomena and the processes involved, or the significant correlations between them;
- the process.

The process of public policies is the process through which governments translate their political visions into programs and actions for the supply of effects (changes desired throughout the world). The starting point in this sense is to identify what the citizens want, the marketing techniques, and instruments being of real use in this sense. Relating the semantic diversity to the title and the objective of this theoretical approach, we hold for the continuation of the analysis the sense of „government product” and of „results of the public policy – in other words, the products of the public policy”.

Case Study – Promotion of Tourism Policy in Romania

Diagnostic analysis of tourism policy in Romania

After 1990, the economic, social and political context in Romania was not propitious for the development of the Romanian tourism industry. Even more, according to the conclusions of specialists in the field, the effects of the transition to the market economy determined a regression of tourism and of other economic sectors. Complementary to these facts, the sector of tourism in Romania was affected by the absence of a general policy for guidance and orientation, the importance of the field being consolidated with the major transformations occurred in the public sector at the beginning of year 2000, through the adoption of the governmental strategy regarding the reform of public administration

(Government Strategy), which includes three main pillars:

- the reform of the public service;
- the reform of local public administration and;
- the improvement of the process of public policies.

At the time being, in Romania, tourism is in a stage of deep changes, this being motivated by the concern of being competitive on a single market, the European market. The compatible weapon on a competitive market is the uniqueness and quality of a product. To this requirement must be subjected both public policies (products of the national governments), and the products of public policies. Therefore, especially for the public policy in the field of tourism, there must be taken into consideration in the development of tourism products, the fact that the beneficiaries have increasingly higher expectations. Such as, in order to achieve the product, the achievement of correct marketing is targeted, which must lead to the sustainability of the national promoted in this field. This presupposes the offering to beneficiaries of complete and responsible information which leads to the increase of the respect for the natural and cultural environment of the areas targeted and of the degree of tourists' satisfaction.

A succinct perspective on the concept of „tourism” brings to attention the definition offered by the national legislation, according to which tourism is a „branch of the national economy, with complex functions, which reunites an ensemble of goods and services offered for consumption to persons travelling outside their usual environment, for a period shorter than one year, and whose main reason is other than the exercising of a paid activity within the location visited”, but also by international organizations (World Tourism Organization, 2007) according to which „tourism is a social, cultural and economic phenomenon connected to the circulation of people to

destinations located outside their place of residence, pleasure being the general motivation (World Tourism Organization, 2008). We add to these the definition of the European Commission, „tourism is a major economic activity with a wide positive impact on economic growth and on the occupation of the work force in Europe” (European Commission 2010). The national tourism policy is expressed in the National Development Plan (NDP , 2007), and its general objective is to „transform Romania in a qualitative tourist destination on the basis of its natural and cultural patrimony, which to correspond to the European Union standards regarding the supply of products and services until 2013 and to ground the basis of sustainable development.

In view of achieving this objective, two priority directions were elaborated:

- the increase of the sightseeing on the territory of Romania and the diversification of the offer, and
- the increase of service quality.

Their materialization approach started with the elaboration of a Master Plan for the Development of National Tourism 2007-2026 and was consolidated with the design and approval of the Annual Marketing and Tourist Promotion Program and of the Annual Program for the Development of Tourist Destinations, Forms and Products, regulated by Government Decision no. 14 from 2011. The immediate objective of the Master Plan is the formulation of a general framework of policies for the sustainable management development of the tourism industry in what concerns the natural and cultural resources. This plan represents the umbrella policy which includes different plans and strategies, described in such a manner as to optimize the contribution of the sector to the national economy. The applicability of the marketing instruments for the tourism policy is also underlined through the concern for the existence of the

annual Marketing and Tourist Promotion Program, whose marketing objectives are:

- the promotion of the most important destinations and forms of tourism in Romania on the domestic market and on the main tourist markets abroad;

- the defining and promotion of the national tourist brand, for the purpose of creating a positive image of Romania as tourist destination at the national and international level.

Table 1

The contribution of tourism to GDP in Romania

Romania Growth (%)	2006	2007	2008	2009	2010	2011	2012E	2022F
visitor exports	10.1	-4.7	9.6	-25.8	2.9	-2.3	21.0	8.5
domestic expenditure	-27.4	7.1	0.0	-9.3	-4.0	-0.3	10.9	5.7
internal tourism consumption	-14.6	1.9	4.0	-16.2	-1.5	-1.2	14.7	6.9
purchases by tourism providers, including imported goods	-13.8	4.2	3.5	-19.6	-4.6	-1.7	13.9	6.8
direct contribution of travel and tourism to GDP	-18.2	3.8	5.5	-10.1	-3.2	1.5	14.8	6.9
other final impacts (indirect & induced) domestic supply chain	-18.2	3.8	5.5	-10.1	-3.2	1.5	14.8	6.9
capital investment	18.2	26.8	14.5	-19.1	-17.1	3.6	5.1	6.9
government collective spending	2.1	-0.4	15.9	2.1	-11.6	-8.1	0.8	3.6
imported goods from indirect spending	-6.7	7.7	7.3	-10.2	-2.4	7.7	15.4	5.8
induced	-9.9	12.4	10.5	-9.0	-13.1	-3.4	3.1	6.6
total contribution of travel and tourism to GDP	-9.3	11.8	10.1	-12.7	-11.4	-1.8	7.6	7.1
direct contribution of travel and tourism to employment	-22.9	-0.7	0.7	-5.0	-3.3	-5.4	7.5	1.6
total contribution of travel and tourism to employment	-15.3	5.6	5.6	-9.3	-10.7	-8.3	4.2	2.1
other indicators	18.3	-9.5	23.8	-14.3	9.6	5.4	46.8	5.2

Source: adapted after World Travel & Tourism Council

The role of tourism and tourism policy in national economic development

Tourism acts as a stimulating factor of the economic system and because it is a multidisciplinary activity that involves several industries, its benefits are spread over a wider section of society comparatively to other sectors of the economy (Telce and Schroenn, 2006). As an economic sector, tourism contributes to the national income and achieving the foreign exchange earnings, and for many countries it is seen as a main instrument for regional development, that stimulates new economic activities. Tourism could have a positive economic impact on the balance of payments, on employment, on income and production, but in the same time, it could have negative effects, for example, on the environment. The impacts of tourism run deep into our economies, for instance, according to World Travel & Tourism Council's data, the direct contribution of travel and tourism to GDP in Romania was 1.4% of total GDP in 2011, and is forecast to rise by 14.8% in 2012, and to rise by 6.9% pa, from 2012-2022. So, the total contribution of tourism to GDP was 4.5%. The table below reflects a brief on the economic contribution of tourism.

Although, Romania has a great tourism potential, its contribution to economic growth is lower comparative with other Central and Eastern European countries. The international data show that Romania is world ranking out of 181 countries (Ruggles-Brise, Aimable, 2012). Therefore, these data foster more and more the author's interest for researching the applicability of marketing instruments to promote tourism policy.

Results

Reflections of public marketing mix in the promotion of the national tourism policy

The tourist **product** marketing presents certain particular

characteristics. Although the principles of product marketing of other sectors can be applied to the marketing of the tourist product, we must take into account certain differences in its approach. Among the particularities of the tourist product, the literature reveals (Khan, 2005, pp. 9-11):

- the tourist product is non-material, intangible;
- the production and consumption of the tourist product are almost concomitant;
- the multitude of producers;
- the demand instability;
- the diversity of motivations.

The policy in the field of tourism constitutes the product developed by the Romanian public authorities in the field of tourism. Following the logic of the product levels, we see more sides of the tourist product, namely: ecotourism, cultural circuits, tourism in the nature, rural tourism, city breaks, active and adventure tourism, spa and maintenance tourism, the country brand, the public policy in the field of tourism.

The ecotourism, the tourism in the natural areas [the observance of the integrity of the natural landscapes and of the ecologic biodiversity] as product of the national tourism policy, is the key product used by the marketing mix. The marketing research showed that ecotourism is a quite dynamic niche of the tourist market, aspect also indicated by the choice of the public authorities to elaborate a strategy in this sense. Since 1991, the concept of sustainable tourism was defined by the International Union for the Conservation of Nature, the World Federation for the Protection of Nature, the European Federation of National and Natural Parks: „the development of all forms of tourism, the tourist management and marketing which observes the natural, social and economic environmental integrity, with the assurance of the exploitation of the natural and cultural resources for the future generations, as well”. Together with this complex product, Romania

launched other six competitive products at the international level, which are included in the Strategic and Operational Marketing Plan of the Romanian tourism for the period 2011-2015, namely:

- cultural circuits,
- tourism in nature,
- rural tourism,
- city breaks,
- active and adventure tourism,
- spa and maintenance tourism.

The country brand - develop a strong image of the destination by means of a strong, coherent and convincing brand. The country brand represents a construction based on the Romania's unique potential. The framework within which the brand was launched, the world exhibition in Shanghai amplified its resonance. The brand identity elements are promoted whenever the opportunity arises, and the message „explore the Carpathian garden” addresses all beneficiaries of the public policy. The promoters of this brand are world class athletes, known throughout the globe, Nadia Comăneci, Ilie Năstase, Gheorghe Hagi.

As any other type of *promotion*, the promotion of tourism is focused on communication and all its resources. Marketing communication is used to inform, educate, and often to convince a certain market segment in order to determine a desired behaviour (Kotler, Lee 2008, p.138). The promotional activities were for a long time a reference field for the activities of public administration; information supply being considered one of the three instruments available to the government for influencing knowledge, attitudes and behaviour, together with the instruments of economic and legislative policies (Vedung 1999, pp. 237–251). According to the specialty literature (Niculescu 2005, p. 322), the promotion of the policy in the field of tourism refers to an ensemble of communication approaches that aim at the permanent transmission, through different ways, of

„messages destined to the information of both the potential customers and the tourism operators with respect to the characteristics of the tourist products and services offered through the national tourism policy, for the purpose of consolidating a positive image and of cultivating a favourable attitude towards them (...)”. The materialization of the policy in the field of tourism is also expressed in the involvement of the public authorities in the coordination and running of the following programs:

- **EDEN – European Destinations of Excellence**, run jointly with the European Commission. The program was launched in year 2006 and promotes development models of sustainable tourism in the European Union. Romania succeeded in winning the contest launched in 2009 on the topic „Tourism and protected areas”, Apuseni natural park obtaining the EDEN distinction. The park promotion is also achieved by means of the portal <http://www.parcapuseni.ro/>.
- **CALYPSO** – the initiative name has as inspiration course the name of the mythology nymph who offered housing on her island, for seven years, to Ulysses, who was tired of war. The program was elaborated for the period 2009-2011, for the purpose of allowing the less fortunate persons to visit the tourist regions of Europe, at the same time helping the local economies to overcome more easily the extra-season difficulties.
- **ONEST – Open Network for European Sustainable Tourism**, component of the „Knowledge Networks for the Competitiveness and Sustainability of European Tourism” program.
- **ROMWELCOME** – Tourism awareness; **ROMSKILLS** - Institutionalized Professional Training for tourist activities;

ROMSERVICE - Updating of the existing skills;

- „Tourism development in the Romania - Bulgaria cross-border area”, within the Bulgaria cross-border cooperation Program.

The promotion approaches will be continued with the launching of „Guardian Angels”, „We care”, „Romania welcomes you!” tourist attraction programs, which will be functional starting with 2012.

Participation to tourism fairs and exhibits – the special events represent opportunities for promoting the policy in the field of tourism and of its products. The organizing of international tourism exhibit manifestations in Bucharest, as well as the participation to tourism exhibit manifestations in the country and abroad, constitute an opportunity for promoting the policy in the field of tourism, developed by Romania. An example in this sense is Romania's participation, together with 34 other countries, in the period February 8th-9th, 2011 to the International Mediterranean Tourism Fair in Tel-Aviv. Romania's promotion on the Israeli market and, implicitly, in the stand, was achieved under the signs of the national tourism brand and with focus on the tourist products developed through the public policy in this field. In the period March 18th - 21st, 2011, the factors interested in the promotion of the policy in the field of tourism will participate in the Holiday Market International Tourism Fair, which will take place at the Palace of the Parliament, in Romania. In the portfolio of the Ministry of Development and Tourism, we find the participation to several expositional tourism manifestations abroad, among which: Austria/Graz „Ferien - Vital - Heirat – Oldtimer Messe”, Germany/Stuttgart “CMT Stuttgart”, France/Paris „Le Monde a Paris”, etc.

Public relations – are another instrument for promoting the policy in the field of tourism. The main role of public relations is to evaluate public

attitudes, to identify the policies and procedures of an individual or organization with public interest, to plan the execution of a schedule of activities, in order to gain the public's understanding and support. Public relations are by excellence double-sense relation, from the organization to the public and the other way around). In this way, public relations come to complete publicity and to correct its shortcomings. The communication strategy for the promotion of the policy in the field of tourism focuses on the construction of its „notoriety” by running television awareness campaigns, through a media innovation strategy through the non-traditional media channels and through the creation of a brand communication platform for the interested parties.

The main **distribution** channel of the tourism policy is constituted by the traditional support, more precisely the legislative instrument, which, for legitimacy, takes the written, standard form. Having as constant preoccupation product distribution and the support of the relationship between the beneficiaries of the tourism policy and the Ministry of Regional Development and Tourism, the latter focuses its attention towards the diversification of the distribution channels. In this sense, the ministry elaborates monthly several publications by means of which it brings to the public's attention objectives of the policy in the field of tourism. Of these supports, we mention:

- The newsletter by means of which it informs the public of its actions (Newsletter of Regional Development and Tourism Ministry, 2011);
 - The Romanian Info Regional journal, with news from each sector of activity of the ministry (Info regional Documents);
 - Info Regional mini-journal.
- The actions for the distribution of the policy in the field of tourism materialize by means of the

representative offices of tourist promotion in different countries, among which (Marketing and promotion program, 2011):

- Austria [www.rumaenien-info.at]; Germany [www.rumaenien-tourismus.de]; Italy [www.romania.it]; Russia [www.RomaniaTravel.ru]; Spain [www.rumaniatour.com]; the United States of America [romaniatourism.com]; the People's Republic of China; France [<http://www.guidroumanie.com/>], Great Britain, Poland.
- The execution and administration of a web portal of tourism information, similar to the existing one www.turism.ro and <http://www.ghidromania.ro/attractii-turistice-castele-fortarete.php>, but of higher complexity.

Even more, in view of rationalizing the marketing efforts, the promotion efforts will be directed, with priority, to the following source-markets: Germany, Italy, France, Great Britain, Austria, Russia, USA and Hungary. Other actions will be also run on markets such as the Netherlands, Spain, Poland, Belgium, Sweden, Bulgaria, Ukraine, Serbia, Moldova, China or Japan, which are part of the current geographic portfolio of the visitors of Romania. From the total of the communication budget, 49% will be assigned to online promotion, 32% to television spots and 19% to printed ads. Being an intangible product, the public policy in the field of tourism does not have a „**price**” in its standard meaning [the money means that a consumer gives in exchange for purchasing a product], but it is reflected in the efforts and resources invested by the public authorities in the elaboration and implementation of the public policy, but also in the factors if psychological nature invested by its beneficiaries.

The product, the policy in the field of tourism is „delivered” to consumers both in written form and in the electronic variant (**physical evidences**), available

on the government site. In order to capture the consumer's attention with respect to it, the public authorities supplemented the classical delivery and promotion support supplemented with other physical supports, which take the form of promotional materials (Info-regional Documents). In this sense, we refer to the brochure „Traveller Magazine”, the flyer „Infolitoral”, magazines about the tourist objectives found in the tourism policy, „Bucharest”, „Castles and Palaces”, „Orthodox Monasteries”, „Roads of wine”, „Danube Delta”.

In designing and promoting (**processes**) the public policy in the field of tourism, public authorities take into account the needs and desire of the citizen, perceived as consumer, but also relate to the needs of the institutionalized actors, found in the business environment. Aware of the importance and role of these partners, the public authorities launch a consultation program with them, both prior to designing the products, and during its implementation.

The actors (**Partners**) involved in the elaboration and promotion of the policy in the field of tourism present several particular characteristics, which derive especially from the position of public authority, held by some of them. Although next to them we find private actors, they are „affected” by the nature of the relation they have with public authorities. Thus, the role, the duties and the responsibilities of the private actors are regulated by law and they observe the particularities of the public sector. The following section constitutes a presentation of the most important partners involved in the promotion of public policy in the field of tourism.

Stakeholders in the promotion of tourism public policy

The promotion of the tourist product is done both in a centralized manner, by means of the Ministry of Development and Tourism, and through the local

authorities and the associations for the development and promotion of tourism.

[Public central administration] at the central level, the role of the government in the adoption of the medium and long term tourism policies is emphasized, together with the planning of tourism development and the regulation of the tourist activities, by means of the legislation and by ensuring Romania's marketing as tourist destination. Next to it is the Ministry of Regional Development and Tourism, as main actor involved in the development of a marketing mix for the policy in the field of tourism, which, together with other specific activity fields, achieves the national policy in the field of tourism and manages programs aiming to the development of the infrastructure for tourism and Romania's tourist promotion. Of the ministry functions, we mention (Ministry of Development and Tourism (2004):

- the formulation and elaboration of the medium and long term policies and plans for tourism;
- the provision of funds and resources necessary for tourism;
- the coordination of the actions of other ministries and governmental agencies with impact on tourism development;
- the coordination of the bilateral and multilateral relations in tourism with international organizations, financing and donor organizations.

The activity performed by it is consolidated by the policies and measures initiated by other institutions, such as: Ministry of Transport, Ministry of the Environment, Ministry of Agriculture, Forests and Rural Development, Ministry of Culture and Cults. In the last ten years, the Ministry of Regional Development and Tourism initiated the running of several development strategies for the development of certain tourism forms and of a National Development Master Plan for the National Tourism 2007-2026.

[Public local administration] the county or local councils have the role to develop on their own behalf and to support the field ministry in developing tourism at the local level, in stimulating and sustaining the interest of the community with respect to tourism. We exemplify: Neamț County Council administers Ceahlău Park National; Mehedinți County Council administers Mehedinți Field Natural Park. Ordinance no. 58 from 1998, establishes in article 20 the following responsibilities of the county councils and of the Bucharest City Council:

- the inventorying of the main tourist resources;
- the drafting of the development proposals which the annual program for tourism development is based on;
- the contribution to the increase of the quality of the tourist products;
- the administration of the local registers of the tourist patrimony;
- the participation to the homologation of the tourist routes and of the ski slopes;
- the tracking of the tourist activity, such as the economic agents with activity in the field of tourism to have access to the tourist resources, with the observance of the regulations for their valuation and protection.

[The administrations of the protected areas] although immediately following year 1989 the majority of national parks were created officially, the concerns for their actual administration are of recent date, respectively 1993 for the Reservation of the Danube Delta Biosphere and 1999-2004 for the other structures. Two of the widest known such structures are: the National Company of Forests – Romsilva; the Administration of the Reservation of the Danube Delta Biosphere, public institution under the subordination of the Ministry of the Environment, administers the Reservation of the Danube Delta

Biosphere. At present, the National Company of Forests - Romsilva administers 22 national and natural parks in Romania. Due to the importance that the National Company of - Romsilva gives to the activity of nature conservation, the Protected Areas Service was established, which coordinates the activity at the national level for the natural protected areas in its administration or custody. The priorities of the Protected Areas Service:

- the implementation of the National Strategy for the Conservation of Biological Diversity;
- the active management of the natural protected areas;
- the strengthening of the institutional capacity for its assurance, both at the central, and at the local level.

According to the dispositions of Law no. 82/1993 with the subsequent modifications and completions, the main objectives of the Administration of the Reservation of the Danube Delta Biosphere are oriented towards:

- the conservation and protection of the existing natural patrimony;
- the promotion of the sustainable use of the resources generated by the natural reservation ecosystems;
- the ecological reconstruction of the areas degraded by the impact of human activities;
- the encouragement and development of partnerships with all sectors of civil society, with the non-governmental organizations, as well as with the public or private institutions militating in the interest of sustaining and reaching the objectives for the environment and sustainable development.

[The non-governmental organizations and the local associations] offer a forum of discussions with respect to tourism; they create the communication means between those involved in tourism. These organizations can be the bridge

between the national public policies and their beneficiaries. We notice: the Kogayon Association, the Association for the Conservation of Biological Diversity, the Foundation for Partnership, the Ecology - Sport - Tourism Association, Pro Nature, club affiliated to UNESCO and member of the International Union of Conservation of Nature – IUCN etc. the teaching institutions have a particular role, through the research activities manifested towards this field.

[The private actors] have a special role in the development of this field have trading organizations, especially the tourism agencies, direct suppliers of tourist products. At the same time, they are also the beneficiaries of the public policy in the field of tourism elaborated by the government of Romania.

[Tourists] are the target group and the direct beneficiaries of the policy in the field of tourism. Tourists are the main actors and the most active participants in the field; in fact, the policy in the field of tourism was developed especially in order to satisfy their needs and desires. They offer motivations for the activities of all the other actors involved.

Conclusions

The case study indicated that the applicability of the public marketing instruments in the promotion of public policies is especially reflected in the contributions of the marketing mix in the elaboration of the strategy for the promotion and winning of the beneficiaries' support for its implementation. The development of an efficient marketing mix for the promotion of public policies must be based on the principles of the marketing exchange between the government and citizens, exchange that must fulfil both the requirements of marketing, and of public administration. From the components of the marketing mix, the decisional factors in Romania with competences in the elaboration, implementation and promotion of the policy in the field of

tourism use „promotion”, with a focus on all its sub-components.

In promoting the public policy in the field of tourism, Romania developed the following instruments: the National Development Plan (2011), Master Plan for the Development of National Tourism 2007-2026, the Annual marketing and tourist promotion

program, the Strategic and operational marketing plan of the Romanian tourism for the period 2011-2015.

The marketing instruments referred to within the paper, although found in the science of private marketing, differentiate from it by the appropriation of the particularities of the public sector and, especially, of the public policy.

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