

A New Concept in Promoting Tourism: Thematic Evenings

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Abstract: *In every field, especially services the market is in a permanent evolution and those engaged must find new modalities to make their services known as efficient and appealing as possible. Such a field is tourism and the communication strategies of travel agencies follow in Romania the classical modalities: online and offline media, fairs and exhibitions by which companies try to face the increasing concurrency. The purpose of this paper is to present and make an analysis of a communication strategy which is less used in tourism, conceptual events named Thematic Evenings (TE). TE consists in a serial of conceptual events having as main item location for possible cultural, gastronomic or recreational tourism. This paper is a retrospective study on a number of 15 events which took place during two years being designed in order to facilitate and spread specific cultural and touristic values from different countries, cities or parts of the world. I made an analysis of outcomes on medium and long term reflected in direct or media feed-back from customers. Results and discussion of TE are detailed in the text and can be appreciated as positive for both the image of company and as a PR campaign.*

Keywords: *conceptual events; thematic evenings; public relation; tourism; communication.*

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