

## **THE IMPORTANCE OF IMAGES IN THE PROMOTION OF AGROTURISTIC BOARDING HOUSE IN THE WESTERN REGION OF ROMANIA**

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Whether a business is online or offline, the online presence is vital. Technically, all the information available represents a business, but nothing stands out as images and videos in people's memories. Whether it's a product image, an ad campaign, or just images on the company's website, media content is what attracts people the most. Clients remember most things with the help of images, so most customers will have a memory of the business in their mind, based on the media content they saw.

In turn, the promotion must be supported by the other components of the marketing mix. For example, the product must match promotional messages. If there is a discrepancy between the messages sent through the promotion campaigns and the reality perceived by the public, they will lose their trust in the organization and the effects of the promotion will be the opposite of what they want. Through the product policy, the organization can develop a high quality, unique offer that fully meets the requirements of consumers. However, it is the promotion that makes this known, which gives identity and personality to the company. It actually imposes the company and its offer on the attention and conscience of the public.

The development of a sustained and coherent promotion is extremely necessary at present, due to the numerous economic and social evolutions, as well as to the modification of the lifestyle, of the socio-cultural transformations in the contemporary society. In the face of increasing competition, diversification of products / services that can meet the same needs / desires, it is increasingly difficult for the public to orient and evaluate all the products on the market at a given time.