

# **PRACTICING OUTDOOR ACTIVITIES, MEANS TO DIMINISH THE TOURISTIC SEASONALITY**

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## **Abstract**

The seasonality represents an important aspect of activities and especially of activities in the tourism sphere. Tourism companies are affected by seasonality more or less; because the seasonality determines fluctuations in the number of customers, followed by variations of personnel, of income, turnover and finally even of profit. These fluctuations generate management issues, influence costs and eventually leave marks in the efficiency of activities happening each day, week, month, even on yearly economic results. Experts, researchers and theorists have studied the effects of seasonality, developing strategies meant to diminish these problem periods, establishing price strategies, coming up with various attractions, presenting a diverse touristic offer, increasing the duration of the touristic season, modifying the school holidays calendar and many more. At the business level there are more strategies which include separating market segments and different approaches for the potential customers, innovating distribution channels, recruiting temporary personnel or hiring personnel qualified for more tasks. The range of instruments and strategies available to approaching the effects of seasonality, selecting and adapting these, is necessary in order to be in agreement to the strategic plan of the company or destination, in order to be able to obtain efficient results. In nowadays economic conditions, taking these decisions should include or take into consideration the social and environmental factors. Many strategies can be transferred from one geographic area to another – similar or not, from one company to a different one – with identical or similar activities. One of the ways of extending the active periods for resorts/ touristic areas could be – at least in our country, the possibility of offering various types of outdoors activities for the tourists. From the many types we suggest the activities belonging to the adventure tourism sphere.

## **Keywords**

Touristic activities seasonality, outdoors activities, adventure tourism

## **JEL Classification**

D24, D52, M21, Z32

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