

## Entertainment services marketing

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**Abstract:** *This paper discusses a less treated subject until now: entertainment services. The main objective of this paper is to highlight the characteristics of these services. Our aim is to find out what entertainment services are, to whom they are addressed, what kind of services we have in Brasov County and the type of strategies applied by entertainment providers for the success of their business. When we discuss about entertainment we cannot leave out our free time, and that is why we will also cover this subject in another chapter of the paper. In order to achieve this goal, we will go through specialized articles while also analysing what actually happens in the case of entertainment services in Brasov County.*

**Key-words:** *services, entertainment, spare time, services marketing*

### 1. Introduction

Entertainment services represent a series of activities meant to bring and maintain a positive state for those who receive them. The purpose of this paper is to approach the key terms: services, services marketing, entertainment, and spare time.

Because until now the concept of entertainment and the idea of entertainment services marketing were scarcely approached, our goal is to discover and define these aspects in the next chapters.

Also, we will briefly analysis of these services currently existing in Brasov County. Once we have a full image on these aspects, we will identify part of the strategies and marketing techniques used by entertainment services providers.

### 2. Free time and entertainment services

#### 2.1. The concept of free time

Free time was defined since antiquity, sometimes reflecting philosophical concepts, such as Aristotle said in one of his works: “We work so that we have free time”

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(Sellin, 1957). He conducted vast researches on free time whereas many ideas concluded that in equal measure with the time we work, we must also have time “to laze”. He thought that having the capacity to properly use our free time should be a purpose in life.

Furthermore, another approach presents free time as being “preferred to working” and “a purpose of working people” (Miller, Robinson, 1963). These authors also note that free time must be spent according to every person’s needs and pleasures.

Free time refers to that period of time which allows everyone to indulge in activities like resting, house chores, social and personal development activities, sports, cultural events (Figure 1):

- Resting is that period of time a person spends sleeping or just relaxing in bed/a chair etc.
- House chores include the time you spend shopping for groceries, cleaning, fixing things around the house, cooking, etc.
- Social time activities represent the time you use to enjoy the company of your family or friends.
- Regarding personal development activities: a person can use free time to take chess or dance classes, attend leadership workshops, to read specialized books in their respective fields of interest etc.
- Sports activities obviously refer to various sports that we can learn and practice and also to activities like going to a power gym or fitness.
- Cultural activities bring together domains like theatre, opera, concerts or reading.

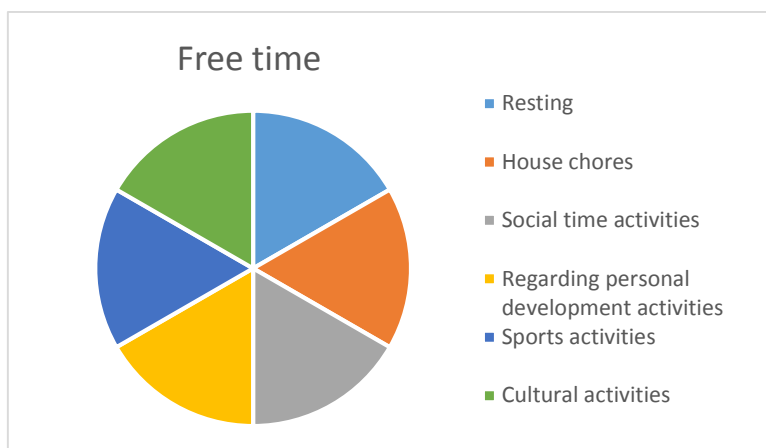


Fig. 1. *Free time in different activities*

The amount of free time a person can use depends on the allocated time for activities like work, transportation and other time-consuming tasks (emergencies, unpredictable situations, staying in line at a store, etc.) (Figure 2)

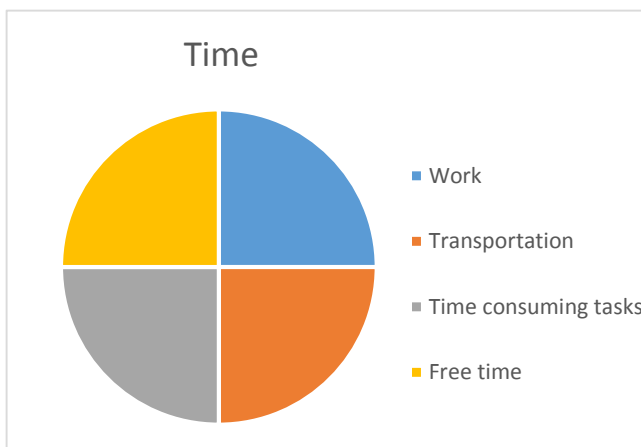


Fig. 2. *Individual time budget*

Because people wish to spend their free time in various ways, services regarding in this domain grew more and more during the last years. Nowadays you have services that create and offer the perfect environment to spend your free time.

## 2.2. Entertainment services

In the Oxford English Dictionary, *entertainment* refers to a form of activity that offers pleasure and delight. Also, it can refer to an activity whose role is to attract the interest and attention of the public. It can be an idea, an activity or one of the activities or events that developed during thousands of years with the main purpose of capturing the attention of an audience. Although people are attracted in various ways due to different perceptions and preferences regarding entertainment, most of them prefer familiar methods: socializing, music, theatre, dance, sport. All these began to be more and more refined, adapting to everyone's needs, wishes and preferences.

The experience of enjoying entertainment services became more often associated with the notion of "fun/amusement": they are correlated with having fun, although some of them have a more serious purpose. That is why there are various ceremonies, festivals, celebrations and different entertainment services which can be a good way for personal or intellectual development (dance or chess contests and many more).

Nowadays, entertainment translated as recreational and fun activities that usually take place in our spare time. There are numerous ways to spend your spare time since antiquity: reading, music, dance, theatre, sports contests and so on. We can also add some more trending, new activities to be discussed further on. Generally, recreational and fun activities correlate with the traditions, culture, habits and geographical position of every country and are closely connected with technological development and fashion trends.

### **3. Entertainment in Brasov County**

#### **3.1. Entertainment services in Brasov County**

Brasov County is regarded as having a strong touristic character. This fact is owed to its geographic position, as it is located in the center of the country. History, Hungarian and Germanic influences with many fortified settlements, gave this area a major touristic advantage. The mountains, forests, varied fauna and flora also make the county a great touristic attraction.

The landmarks offer tourists and locals the possibility of spending time in a relaxed, recreational and entertaining atmosphere. The temple in Sinca Veche, the sky slopes, natural parks, fish breeding areas, caves, waterfalls, canyons, castles and citadels are some of the most visited attraction points. In addition to wildlife, impressive historical buildings give private service operators other activities to offer. Some of them are to be presented in the following pages. Brasov, as the county residence city and the most developed city, offers the most important leisure and entertainment activities.

Aventura Parc Brasov – an adventurous, sportive and recreational outdoor activity for spending time with family and friends, has 14 routes with various levels of difficulty destined to climbing and for adventure enthusiasts. Throughout the county there are many more adventure parks in Dragus, Zarnesti, Cheile Gradistei or Predeal.

Horse riding centers present the possibility to ride a horse on different routes. One can only the horse farms visit and enjoy the sight of horses' county in: Rasnov, Bran, Stupini, Poiana Brasov, Sambata. These are all place for horse lovers to be.

The "Paradisul Acvatic" Aqua Park has indoor, outdoor and Olympic pools, cold and hot water pools, dry and steam saunas, waterslides, beach volleyball, restaurants and other services adapted to seasons and customers. This kind of entertainment is also offered by other smaller resorts: Smile Aqua Park Brasov, Blue lagoon Fagaras, pools and spa resorts in hotels throughout the county.

Dance classes – only in Brasov city are there over 10 dance schools for adults and children. Those who look for this kind of entertainment can choose between different types of dance styles: contemporary and ballet, sportive dance, Latin-

American, modern dances and so on. The most popular dance schools in Brasov are: Artasis Dance Studio, Salsa Picante, Academia de Dans (Dance Academy).

Escape Rooms Brasov – offer entertainment activities for locals and tourists in an original manner. They have city tour guides, “treasure hunt” activities, crafts workshops and the famous escape rooms where you have to find your way through a series of puzzles, hints and mazes to escape from the room you are trapped in.

Paintball – teams of 3, 4 or even 20 competitors have to follow rules and a purpose similar to that of ball games. If a player is hit by a paintball resulting in a stain, he or she is considered to be eliminated from the game. This game is a physical and mental challenge for the competitors. Many locations offer this kind of entertainment, among them being Brasov, Poiana Brasov, Predeal, Rasnov, Zarnesti, Bran, each and every one of them having special equipment, protection and safety training for the players.

Paragliding – there are specialized schools for paragliding in Brasov County. Courses and trainings offer anyone the chance to enjoy a tandem flight with an experienced diver. This adrenaline raising activity is suitable for everybody, regardless of age or experience, because you are always supervised by professional divers. If anyone wants to try, they can do it in Bunloc, Sanpetru or Poiana Brasov.

Beside from the entertainment activities listed above, other services, similar to nationwide can be added: music and film festivals, theatre, dance competitions, the possibility to practise a sport in a professional or amateur club, restaurants and pubs, coffee houses, cinema, opera, many parks and much more.

### **3.2. A marketing perspective on entertainment services in Brasov County**

The companies which offer entertainment services in Brasov are successful due to the highly touristic character of the area. Because of this, the significant number of tourists requires an increase in the quality of the services offered so that they satisfy the needs and requirements of the consumers.

With regard to promoting, companies first choose the online method by creating a web site and by using the online social networks to make their services and offers available to a large audience and also to keep in touch with their clients or potential clients. Also, web sites of special magazines designed to offer spare time activity possibilities (“Zile si Nopti”, “Sapte seri”) or local newspapers are a great way to promote various leisure and entertainment activities.

Every service provider is in continuous search for new and unique ideas to present their offer in order to face competition in the field. Due to this need, they search for complementary services in order to attract more clients and improve their initial services. That is why casinos, for example, organize theme parties, fashion shows, live music shows, dance shows or they broadcast sport competitions and events. In this way, all these secondary activities are nowadays a common marketing strategy used by most casinos.

Price offers are the ones that can attract service consumers and entertainment providers are well aware of that. That is why they come up with different strategies like offering a discount for groups, students and elderly people. We can see this strategy in businesses which offer swimming pools, adventure parks, cinemas or theatres.

Concerning the time frame when offering their services, most of the providers adapt to the consumer's time schedule, trying to make their services available in order for people to have the possibility to enjoy them. For example, theatre plays usually take place in the evening, when most people finish their working program. Also, the water park has different working hours depending on the season (winter, summer) or on a working day/week-end schedule.

It is easily noticeable that the marketing strategies vary according to the service provider and the way that she/he can satisfy the consumer's needs and wishes. Making a client happy depends on the service but also on what the client wants.

#### **4. Conclusions**

The appearance of services is tied to economic factors as much as to and social factors. The technological development is a constant influence upon the diversity of services and needs. People want to satisfy more than their basic needs. They are in search of that particular something that can bring them high personal satisfaction. This is what urges providers to come up with more services, to improve the ones they offer and to be the best in what they do.

Entertainment itself is defined as a form of activity that attracts, captures the public's attention or offers pleasure and delight. Nowadays it is represented by all, leisure activities that we like to pursue in our spare time.

The entertainment services provided in Brasov county cover many activities from which anybody can choose a way to spend their time. Due to the highly touristic profile of the county, most of the services provided nationwide can be found here.

To survive competition and in order to create a more appealing offer, providers use different marketing strategies to ensure the success of their business.

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