

# **THE OPINION OF THE DAMBOVITA TOURISTS REGARDING THE ROMANIAN TYPE OF TOURISM**

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## **ABSTRACT**

*Tourism has become nowadays a task as important as the ones carried out in other key sectors of the global economy. Tourism phenomenon is very difficult to be established because like any human activity, it falls within the interdisciplinary study, involving in the same time economists, geographers, psychologists and sociologists. In this paper, we intend to make an X ray of the Romanian tourism indicators both in terms of tourism, found in statistical yearbooks and analyzes from the perspective of the Dambovita tourists.*

**Keywords:** tourism indicators, absolute changes, relative changes, types of tourism, accommodation units

**JEL Classification** – M310

**Paper type** – Case study

## **1. Tourism in Romania**

Tourism in Romania focuses on natural landscapes and rich history. Crossed by the Danube, Romania has a sensitive scenario, including the Carpathian Mountains, the Black Sea coast and the Danube Delta, which is the largest European delta well preserved. With the role of marking the landscapes there are villages where people

live and maintain traditions for hundreds of years. Romania abounds in religious architecture, medieval towns and castles, and there is a lot of human tourist attraction such as monasteries, convents, churches, castles and memorial houses.

Tourism in Romania can be focused on the three core components of our country, namely: Carpathians, the Danube and the Black Sea, which add to the cultural component, including the religious side, and ethnographic museum, a spa and a varied potential. For this reason, in our country have emerged and developed traditional types of tourism and classical, represented by: mountaineering, sea, spa, cultural and itinerant and more.

The main strengths of the Romanian tourism could be: natural sightseeing, development and diversification of accommodations and food, spa potential, creating new tourist services, cultural offers diversified cuisine diversified and regional specialties, nonexistent or reduced pollution in most rural areas, diverse flora and fauna, the existence of museums, memorials, churches, monasteries, hermitages.

Among the weaknesses of the Romanian tourism, which can be easily identified, we mention: the lack of infrastructure, lack of investment, lack of utilities, of accommodation and alimentation in certain areas with high tourism potential, promotion almost nonexistent for some sightseeing, lack of staff experienced in the tourist reception, insufficient measures taken to preserve the historical and cultural monuments.

## 2. Touristical Indicators

This sub-chapter contains a dynamic analysis of the key tourism indicators taken from the statistical yearbook, the interval analysis being 2005-2014.

Formulas used were:

modification degree	$\Delta y_{t/t_0} = y_t - y_{t_0}$	$\Delta y_{t/t-1} = y_t - y_{t-1}$
modification index	$I_{y_{t/t_0}} = \frac{y_t}{y_{t_0}}$	$I_{y_{t/t-1}} = \frac{y_t}{y_{t-1}}$
modification rythm	$R_{y_{t/t_0}} = (I_{y_{t/t_0}} - 1) \times 1$	$R_{y_{t/t-1}} = (I_{y_{t/t-1}} - 1) \times 10$

where:  $y_t$ - the characteristic value in year t;  $y_0$  - Characteristic value in the base year;  $y_{t-1}$  - Characteristic value in the previous year;  $\Delta t$  - modification degree;  $I_t$  - The modification index;  $R_t$  - The modification rhythm

According to the data from the statistical yearbook, we found that from 2005 to 2014, the number of tourist reception has increased by 2109 units, which represents an increase of 1.54 times ie 54% more than in 2005. the largest increase occurred between 2012 and 2013, the growth rate is 16%. Existing tourist accommodation

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capacity increased by 29 764 jobs in ten years, with a growth index of 1.11 and a rate of 11%.

A sharp drop occurred between 2011 and 2012 of 33 195 jobs, ie 11%. After this decrease, there was an increase of 8% next year. Unlike the existing accommodation capacity, which also had a scared accommodation capacity in operation only increased by 23 040 jobs-days in the ten years, with a growth rate of 43%. The largest increase was recorded between 2012 and 2013 with a growth rate of 8%. If tourists accommodation capacity in operation has increased, we can not say the same about net use indices of tourist accommodation capacity in operation. It fell from 34.3% in 2004 to 25.1% in 2013, only between 2010 and 2011 there was an increase of 1.1%.

Tourist arrivals by types of tourist accommodation with accommodation also had ups and downs from year to year during the ten years of analysis. Between 2009 and 2010 there was a sharp decrease of 984 000 tourists and a rate of decrease of 14%, later to be an increase of 959 000 tourists and a growth rate of 16%.

The number of overnight stays in the establishments of tourists' reception with functions of tourist accommodation during the ten years he had oscillations, the sudden drop was between 2009 and 2010 with a rate of decrease of 16%, followed by an increase as steep between 2011 and 2012, the rate is 12%.

The number of foreign visitors arrivals in Romania increased from 6600 in 2004 to 8019 in 2013. Most have come on the road, followed by those who came by airways. The number of departures of Romanian visitors abroad had an oscillation during the 10 years from 6972 to 2004 (the lowest) to 13 072 in 2008 (the highest vaoare). Most visitors Romanian preferred road transport and just a few by ship.

Most tourists come from the European Union and more specifically in Hungary, the main reason being the small distance between the two countries. American and Asian roughly equal the numbers of tourists between 150-200 tourists per year. The number of tourists from other continents is under 100 people and even below 50.

Arrivals of foreign visitors in Romania did not have a constant evolution, in 2008 the growth rate was 28% over the previous year, as in 2010 it turn into a decrease of 15% compared to 2011. From 2005 to in 2014 the number of tourist arrivals increased by 1.419 million, ie an index of 1.22.

Arrivals from European Union countries had uneven developments between 2005 and 2014. In 2006 there was a decrease of 979 000 arrivals with an index of 0.75, and the pace of Sader was 25%. In contrast, between 2007 and 2008 saw an increase of 2.008 million arrivals with a growth rate of 77% in the coming years arrivals to fall again, but this time at a rate of decrease of 14%.

Departures of Romanian tourists abroad although having fluctuations, from 2005 to 2014 rose by 4.392 million departures. The largest increase occurred between 2008 and 2009 from 2.092 million departures with an index of 1.19 and a growth rate of 19% and the largest decline took place between next few years (2009 and 2010) of

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1.349 million departures a rate of decrease of 10%. Between 2011 and 2012 the difference is very small, only 31 thousand departures, so the pace tends to 0.

**3. A research based questionnaire regarding the identification of Dambovită tourists' interests towards the Romanian tourism**

The purpose of this research is to identify Dambovită tourists' interest in the type of tourism that we practice in Romania.

The assumptions and objectives of this research based on questionnaires are:

- hypotheses:
  - most respondents practice tourism in Romania;
  - Most people have the internet as a source of information;
  - most respondents considered the country's best tourist offers;
- objectives
  - identifying the most practiced type of tourism in the country;
  - hearing opinions about tourism offers in Romania;
  - identifying the preferred tourist destinations in the country;
  - identification of the accommodation most used by tourists.

The sample size is represented by 85 people, Dambovită county residents who were randomly selected from the population of the county, trying to cover all ages. The community is made up of persons practicing any type of tourism in our country.

The questionnaire was applied during 4 days, the average being of 20 questionnaires applied each, day the survey is not representative.

**Question 1: "Do you practice tourism in Romania?"**

Options	Number of replies	Frequency (%)
a) Yes	80	94
b) No	5	6

Question number one, 94% of the respondents answered that they practice tourism in Romania, while 6% did not.

**Question 2: "How important is it for you to do tourism?"**

$$\begin{array}{l}
 \text{Very important} - 5 \\
 \text{Important} - 4 \\
 \text{Don't care} - 3 \\
 \text{A little important} - 2 \\
 \text{Not important} - 1
 \end{array}$$

$$\frac{20 \times 5 + 50 \times 4 + 1 \times 3 + 9 \times 2 + 0 \times 1}{80} = \frac{100 + 200 + 3 + 18}{80} = \frac{321}{80} = 4,01$$

The average response to question 2 is 4.01, that practice is important for the tourists from Dambovită.

**Question 3: "What Type of tourism do you practice?"**

Options	Number of replies	Frequency (%)
a) Mountain tourism	21	26,25
b) Health and Wellness	12	15
c) Coastal tourism	21	26,25
d) Itinerarium cultural tourism	2	2,5
e) Urban tourism	3	3,75
f) Business and congress tourism	1	1,25
g) Rural tourism	1	1,25
h) Sports hunting and fishing tourism	2	2,5
i) Wine tourism	0	0
j) Adventure tourism and extreme sports	2	2,5
k) scientific and ecological tourism	1	1,25
l) weekend Tourism	14	17,5
m) Social tourism	0	0

Most practiced forms of tourism in our country by tourists from Dambovită are the coastal and mountain tourism with a percentage of 26.25%, followed by the spa by 15%. Social tourism and wine tourism are not practiced by the interviewed people. The less experienced are: extreme sports and adventure tourism, rural tourism, business tourism and conferences each with a rate of 1.25%.

**Question 4: "How often do you practice your favourite type of tourism?"**

Options	Number of replies	Frequency (%)
a) Once a week	11	13,75
b) Twice per week	13	16,25
c) Once a month	17	21,25
d) Once a year	31	38,75
e) During the holidays	4	5,00
f) Other	4	5,00

Most tourists surveyed preferred type of tourism practice once a year (38.75%) and applied to "other" (5%) have received the following answers: A response "occasionally" answer "depends on the situation" an answer "when I have the opportunity" and a "seasonal".

**Question 5: "Arrange according to your preferences the following tourist destinations."**

1st place - 5 points; 2nd place - 4 points; 3rd place - 3 points; 4th Place -2 points; 5th Place -1 point

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$$\begin{aligned} \text{Seaside} &= \frac{28 \times 5 + 16 \times 4 + 22 \times 3 + 12 \times 2 + 2 \times 1}{80} = \frac{140 + 64 + 66 + 24 + 2}{80} = \frac{296}{80} \\ &= 3,7 \\ \text{Spas} &= \frac{13 \times 5 + 13 \times 4 + 16 \times 3 + 20 \times 2 + 18 \times 1}{80} = \frac{65 + 52 + 48 + 40 + 18}{80} = \frac{223}{80} \\ &= 2,79 \\ \text{Mountain spas} &= \frac{27 \times 5 + 26 \times 4 + 13 \times 3 + 10 \times 2 + 4 \times 1}{80} \\ &= \frac{135 + 104 + 39 + 20 + 4}{80} = \frac{302}{80} = 3,78 \\ \text{The Danube Delta} &= \frac{8 \times 5 + 13 \times 4 + 17 \times 3 + 24 \times 2 + 18 \times 1}{80} \\ &= \frac{40 + 52 + 51 + 48 + 18}{80} = \frac{209}{80} = 2,61 \\ \text{Bucharest} &= \frac{4 \times 5 + 12 \times 4 + 12 \times 3 + 14 \times 2 + 38 \times 1}{80} = \frac{20 + 24 + 26 + 28 + 38}{80} \\ &= \frac{136}{80} = 1,7 \end{aligned}$$

On this question, we asked the respondents to do a ranking of their favorite places in the country and had a choice of the following: seaside resorts, mountain resorts, the Danube Delta Bucharest and major cities in the country. First came the resorts with a score of 3.78, followed closely by the seaside, which had a score of 3.7. The lowest score were in Bucharest and the cities across the country had only 1.7. the Delta and resorts are at a close score, the difference between them being only 0.18.

**Question 6: "To reach the destination, which means of transport you use?"**

Options	Number of replies	Frequency (%)
a) Personal Car	51	63,75
b) Coach / Bus	18	22,5
c) Motorcycle / bicycle	5	6,25
d) Train	5	6,25
e) Tickets (domestic voyage)	1	1,25

Most tourists prefer private cars as a means of transport followed by coach / bus very far. Only one person from those who would use practical plane travel (domestic voyage) as a means of transport.

**Question 7: "What are the sources of information that you use to learn about the place you want to visit?"**

Options	Number of replies	Frequency (%)
a) Media	5	6,25
b) Internet	37	46,25

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c) Brochures / guides	5	6,25
d) Friends / knowledge	20	25
e) Travel Agents	13	16,25

As expected, most use the Internet as an information source (46.25%), followed at a considerable distance by friends / acquaintances (25%) and travel agencies (16,25%). Fewest use brochures or guide books as a source of information, only 6.25% of respondents.

**Question 8: "What type of tourist accommodation do you prefer?"**

Options	Number of replies	Frequency (%)
a) Hotels and motels	25	31,25
b) Guest houses	3	3,75
c) Interest Inns	4	5
d) Holiday travel	9	11,25
e) Camping and cottage-style units	4	5
f) Tourist villas and bungalows	4	5
g) Interest Pensions	21	26,25
h) Agro pensions	2	2,5
i) Travel plazas	3	3,75
j) Holiday villages	5	5

Most tourists prefer to accommodate in hotels (31.25%) and guesthouses (26.25%). and the two people want lodging in rural locations (2.5%).

**Question 9: "What is the best time to travel?"**

Options	Number of replies	Frequency (%)
a) Spring	5	6,25
b) Summer	37	46,25
c) Autumn	3	3,75
d) Winter	35	43,75

46.25% of respondents as the summer travel season favorite, followed very little difference to those who prefer to travel in winter. This is directly related to the question in March, when many said they prefer the coastal tourism and mountaineering.

**Question 10: "How long should the journeys be?"**

Options	Number of replies	Frequency (%)
a) 1-3 days	19	23,75
b) 3-5 days	22	27,5

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c) One week	29	36,25
d) 2 weeks	7	8,75
e) More than two weeks	3	3,75

The travel time preferred by tourists is a week (36.25%) and 22 people prefer 3-5 days (27.5%).

### Question 11: "What do you think about tourism offers in Romania?"

Very good - 4; Good - 3; Poor - 2; Very low - 1

$$\frac{10 \times 4 + 57 \times 3 + 10 \times 2 + 3 \times 1}{80} = \frac{40 + 171 + 20 + 3}{80} = \frac{234}{80} = 2,93$$

Question 11 scored 2.93 nearly 3, which shows a good opinion, that the interviewed tourists considered the best tourist offers in Romania. Noticeable fall of 10 people found these deals as very good.

### Question 12: "What you think is missing in Romanian tourism?"

Options	Number of replies	Frequency (%)
a) Infrastructure	32	40
b) Capital	14	17,5
c) specialized personel	6	7,5
d) Interest for Tourism Promotion	28	35
e) Other	0	0

The respondents consider that the tourism lacks infrastructure (40%) and interest in the promotion of tourism (35%). It may be noted the low percentage recorded by specialized staff, which makes us understand that the specialized personel does not lack professionalism.

### Question 13: "What is your gender?"

Options	Number of replies	Frequency (%)
a) Male	34	42,5
b) Female	46	57,5

Most respondents were female (57.5), and 42.5% are male.

### Question 14: "What is your age?"

Options	Number of replies	Frequency (%)
a) 18-25 years	10	12,5
b) 26-35 years	15	18,75
c) 36-45 years	19	23,75
d) 46-55 years	18	22,5
e) 56-65 years	11	13,75



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f) More than 65 years	7	8,75
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Most are in the category of 36-45ani (22%) followed closely by categories 46-55 years, 26-35 years 218,75%.

**Question 14: "What is the highest form of your education?"**

Options	Number of replies	Frequency (%)
a) Vocational school	9	11,2
b) High School	17	21,25
c) Post-Secondary School	15	18,75
d) University	22	27,5
e) Master's College	13	16,25
f) PhD	4	5

Of those questioned most graduated university (27.5%), followed by the ones with high school with 21.25% and 16.25% master.

**Question 15: "What is your income?"**

Options	Number of replies	Frequency (%)
a) Below 1200 lei	12	12,5
b) 1200-2000 lei	21	26,25
c) 2001-3000 lei	24	30
d) 3001-4000 lei	12	15
e) 4001-5000 lei	8	10
f) More than 5,000 lei	3	3,75

26.25 of respondents had incomes between 2000 and 3000 lei, followed by a difference of about three percent of earners between 1200 and 2000 lei. Three persons have incomes higher than 5,000 lei, and 12 less than 1,200 lei.

**Question 16: "The area of origin"**

Options	Number of replies	Frequency (%)
a) Urban	62	77,5
b) Rural	18	18

Regarding the area of origin approximately 78% of respondents come from the urban and 18% rural areas. From this we can say that most tourists from Dambovită are urban because they are much more in need of relaxation and tranquility than those in rural areas. After applying this survey the respondent profile is as follows: female, aged 36-45 years, graduates with income between 2000 and 3000 lei, from urban areas.

#### **4. Conclusions**

After the research regarding the Dambovita tourists, opinion regarding tourism, we find that the assumptions have been proved and objectives achieved. This way we find out that the type of tourism practiced by the Dambovita tourists is at the seaside and mountains and is practiced once a year, during a week.

The favorite places in the country are the mountain resorts 1-, 2- Romanian seaside, 3- spas, 4- The Danube Delta, 5- Bucharest and other major cities.

The main source of information is the Internet, and the preferred form of accommodation are motels and hotels 46.25% of respondents chose the summer travel season as favorite, followed at very little difference by those who prefer to travel in winter.

Tourists surveyed consider tourism offers in Romania as being good. Only 10 people found these offers as very good.

The respondents consider that most Romanian tourism lacks infrastructure (40%) and interest in the promotion of tourism (35%).

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