STUDY REGARDING DEGREE OF ACCEPTANCE REGARDING THE TOURISTS' SPORT RECREATIONAL AREA OF BĂILE HERCULANE PRODUCT

STUDIU PRIVIND GRADUL DE ACCEPTABILITATE AL PRODUSULUI TURISM DE AGREMENT SPORTIV ÎN STAȚIUNEA BĂILE HERCULANE

IOSIF TÖROK[1]
[1] ***Tibiscus University, Timisoara, Romania***

Abstract: *This research enterprise proposes the study of the degree of acceptance regarding a tourism product, mainly recreational sports, among the people living in and around the Baile Herclane area- the very place in which such a program is desired to be implemented. Therefore, through this study, we'll try to analise the consumer behavior regarding tourism products, preferences and availability towards a recreational sports establishment in the designated area, in order to determine if such a concept would be "all right" with the local population, as a proposed product, concept, product promotion, price policy, so on and so forth.*

Key words*: sports recreation tourism, new tourists, tourists' profiles, Baile Herculane, consumer behavior*

INTRODUCTION

In the last two decades, human society has been through several changes, at least regarding consumer behavior. A new trend towards a healthier life-style, renewed attention towards environmental issues and increased attention to quality, only to name a few. Research tends to point these issues out when it comes to peoples' attitude towards choosing a holiday spot. Nowadays tourists, known as "the new tourists", pay more and more attention to the rewards yielded by holidays, especially uniqueness.

MATERIALS AND METHODS

Activity sampling. The highlighted area of research includes the following counties: Caras-Severin-population: 327.579; Timis-population: 666.866: Hunedoara-population 427.284: Gorj-population 381.643: Mehedinti-population 298.741.

The sample proportion represents the number of enquiries (answers) as a requirement for the desired representation among the local population. Thus, the sample proportion can be calculated through the following formula:

$$n = \frac{z^{2\cdot} \cdot p \cdot q}{E^2}$$

Where n=sample size

z^2 = the square root of z, regarding the level of trust

P=estimated success rate

Q=1-p=estimated rate of failure

E^2 =the square root of failure, expressed in percentage

We've taken a roughly 5% error in contrast to a 95% trust percentage, for which the value of z would be 1,96. Because we do not know the percentage of people who answer with "yes" or "no", we considered p=q=50%, thus the sample size would be:

$$n = \frac{1.96^{2\cdot} \cdot 50 \cdot 50}{5^2} = 384$$

Sample size has been marked to 384 people, with 150 being the number of fully written enquiries, making the sample error somewhat close to, or 8%. Coherence between the target population and sample size is of 0,00011.

The sampling method used was guided sampling, with a professional, or at the very least, a sufficiently knowledgeable observer doing the enquiries, who will, consciously include in the sample the units chosen by his free will.

Sampling based on accessibility, meaning that for this particular enquiry, segments of the population were chosen, segments from which extracting information was an easy process. The base of the enquiry was, in this case, the individual, living in the afore-mentioned counties, older than 15 years.

The tools of the trade: here we are referring to the enquiry per-se, which needs to be carefully elaborated. Writing the enquiry means writing the questions, coming to terms with the type of questions asked, the order in which they are aligned and even a logical succession of questions. The enquiry holds a total of 29 questions.

The main objectives for this study are:

- Consumer behavior towards tourism-related products in Romania;
- A study of the level of interest towards this type of tourism, based on the population living in the Southwestern area of the country;
- Establishing a consumer profile attached to this new type of tourist product, in order to adapt the offer to the consumer needs;

RESEARCH RESULTS

From a total of 150 people, 26% of them go on holiday roughly three times per year, another similar percentage, 25.33% of them travel 2 times per year.

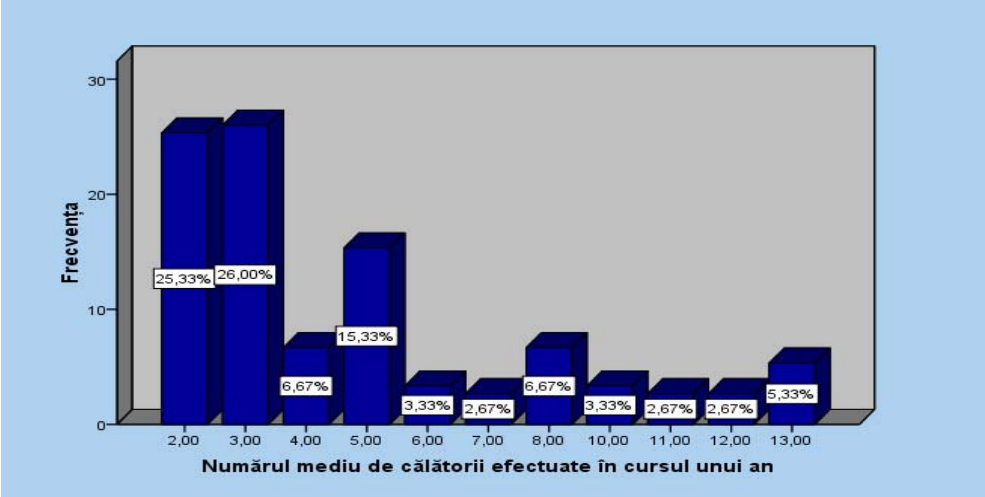


Fig 1 Average number of travelers

In regards to whom they like to travel with, 53,3% of the respondents chose friends, seconded by family: 48% and 37,3%% of them chose their significant other. Last two answers fell onto the "others" category.

Table 1

People in whose company you like to travel

	Absolute frequency	**Relative frequency**
Alone	34	22,7%
With family	72	48%

With friends	80	53,3%
With significant other	56	37,3%
Children camps	5	3,3%
With colleagues	5	3,3%

The area most frequently chose by the respondents as a holiday destination was the mountain range area, with villages and tourist passes, with a percentage of 66%, followed by the seaside with 49,3%.

Table 2

Preferred tourist spots

	Absolute frequency	**Relative frequency**
Mountain area-cities	37	24,7%
Mountain area-villages	99	66%
The seaside	74	49,3%
The Danube Delta	18	12%
County capitals	5	3,3%
I don't travel in my country	5	3,3%

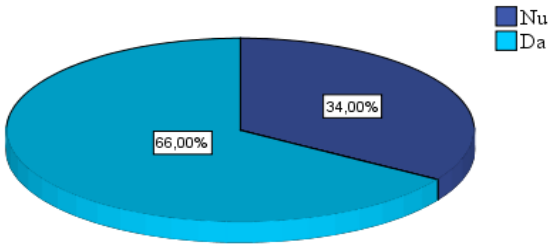
The highest score hit was in the Recreation/Relaxation motivation topic, with a rating of 4,54, also here we have the lowest deviation rate: 0,651; this demonstrates the respondents' rather homogenous opinion on the subject.

Table 3

Travelers' motivational status

	Respondent number	**Minimum value**	**Maximum value**	**Average**	**Standard deviation rate**
Curiosity	150	1,00	5,00	3,9200	1,23441
Desire to learn	150	1,00	5,00	4,0467	1,10725
Recreation/relaxation	150	3,00	5,00	4,5400	,65159
Routine escape	145	1,00	5,00	4,1517	1,09501
Discovering local landmarks	150	1,00	5,00	3,7000	1,23566
Discovering natural landmarks	150	2,00	5,00	4,4267	,95781
Contacting tradition and authentic values	150	1,00	5,00	3,4000	1,32097
A new life experience	150	1,00	5,00	4,2067	1,04462

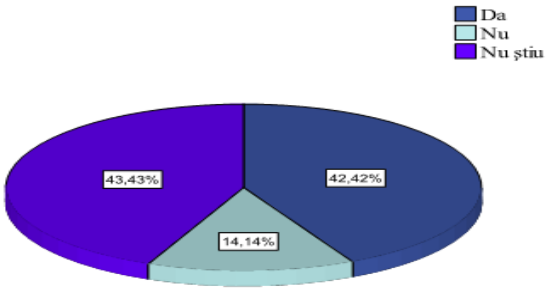
Most respondents have been to Baile Herculane on holiday at least once. This is also a filter question, following a set of questions that will be answered by only 99 out of 150 respondents.



Yes: 66% No: 34%

Figure 2 People who went at least once to Baile Herculane on holiday

42,42% of those who went to Baile Herculane on holiday intend to return there, while another 43,43% are undecided and 14,14% do not intend on returning.



Yes: 42,42% Undecided: 43,43% No:14,14%

Figure 3 The intention of returning to Baile Herculane

Table 4

The reasons for visiting Baile Herculane

	Absolute frequency	**Relative frequency**
Family history	19	19,2%
Previous visits	25	25,3%
Recommendation from a friend	46	46,5%

Suggestion upon visiting a tourism fare	5	5,1%

"The landscape" is the most frequent attraction mentioned by 85,9% respondents, followed by a 38,4% of them going for the "thermal springs".

Table 5

The Baile Herculane area attractions

	Absolute frequency	**Relative frequency**
Close to home	24	24,2%
The landscape	85	85,9%
The thermal springs	38	38,4%
Treatment programs	-	-
Bath ruins	28,3	28,4%

71,33% of respondents claim to know what the term "recreational sport tourism" means, 23,33% of them partially know what it's about, and 5,33% do not know this term at all.

Table 6

Knowledge of the term "recreational sports tourism"

Do you know the term "recreational sports tourism"?					
		Absolute frequency	**Relative frequency**	**Valid frequency**	**Cummulated frequency**
Valid answers	**Yes**	107	71,3	71,3	71,3
	No	8	5,3	5,3	76,7
	Partial	35	23,3	23,3	100,0
	Total	150	100,0	100,0	

Rafting scores the maximum possible average-5, but the rest of the sports-related activities maintain high averages also. Same as rafting, ballooning also meets the 0% deviation rate, which shows the uniqueness of the answers. A high deviation rate can be seen on mountain climbing, escalading and zip-lining, with an approximately 1,3.

Table 7

An evaluation of sports activities

	Respondents	**Minimum value**	**Maximum value**	**Average**
Rafting	6	5,00	5,00	5,0000

Canoening	4	4,00	5,00	4,5000
Speology	28	4,00	5,00	4,5000
Rappel, zip-lining	9	1,00	5,00	4,2222
Escalading	7	2,00	5,00	3,8571
Mountainbiking	12	2,00	5,00	4,3333
Balooning	4	4,00	4,00	4,0000
Trekking	38	3,00	5,00	4,1053
Kaiaking	2	4,00	4,00	4,0000

Physical training is considered a must by 90% of the respondents, followed by profession gear scoring a 77,3% and courage 67,3%.

Table 8

Meaningful traits

	Absolute frequency	**Relative frequency**
Courage	101	67,3%
Will	55	36,7%
Physical training	135	90%
Team spirit	54	36%
Discipline	82	54,7%
Volability	66	44%
Professional gear	116	77,3%

For most people, the maximum amount of money spent is under 400 lei, with a following interval of 600-800 lei.

Table 9

Maximum amount of money spent on such a holiday

		Absolute frequency	**Relative frequency**	**Valid frequency**	**Cumulative frequency**
Valid answers	**400 lei**	60	40,0	40,0	40,0
	400-600 lei	33	22,0	22,0	62,0
	600-800 lei	53	35,3	35,3	97,3
	Over 800 lei	4	2,7	2,7	100,0
	Total	150	100,0	100,0	

CONCLUSIONS

Depending on the direction of the research-related activity, this investigation bears the mark of an applicative nature, due to the fact that it intends to find solutions to the afore-mentioned problems, and depending on the nature of the problem, it is of a descriptive nature, because it will also produce a character sheet of the consumers' behavior in the designated area.

Being of quantitative nature as well, this endeavor's research data will be obtained via face-to-face questioning, by means of enquiry.

- New life experience is an important aspect when it comes to travelling motivation.
- There are no major differences, statistically, between the tourists' motivational aspects when it comes to traveling.
- The term recreation tourism is significantly more famous in the ranks of people up to 27 years old, compared to people over this age limit.
- There are no major differences, statistically, between the different age categories when it comes to grasping the concept of recreational sports tourism.
- The majority of the respondents who chose Baile Herculane's landscape as main motivation, state that they will return to that place.
- The tool most frequently used when it comes to holiday documentation is the Internet.
- The rate of people interested in this offer is fairly high.

REFERENCES

1. **CĂTOIU, I., BALAURE, V., VEGHES, C.**, 2005, Marketing turistic, Editura Uranus, Bucuresti;
2. **ALEXA, ELENA LIDIA, STOICA, CRISTINA MARIA**, 2010, Cercetari de marketing. Teorii si aplicatii, CH Beck;
3. **NEACŞU, NICOLAE,** 2001, Metode şi tehnici de cercetare şi evaluare a cererii şi ofertei turistice, Probleme economice, CIDE, Bucureşti;
4. **NEACŞU, N., BALTARETU, ANDREEA**, 2008, Economia turismului - Studii de caz, statistici, legislatie, Uranus, Bucuresti;
5. ***– www.insse.ro