

## ANALYSIS OF TOURISTS VIEW FROM THE MOECIU AREA THROUGH THE METHOD OF QUESTIONNAIRE

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### Abstract

*In the article it was approached the analysis of the tourists opinion from the Moeciu area based on using the questionnaire. The tourism domain confronts with issues, of which commensuration can be made only with the help of selective research or which can be completed with the results of such research. The selective research can study the aspects of tourism and test the quality of the touristic products, thus creating the framework necessary to estimate the specific trends of the analyzed touristic phenomena.*

*The research method is based on using the questionnaire, and the essence of research lies in the estimation of the parameters of the total collectivity using the principles of probability theory, in the condition of existing the possibility of collecting and processing the statistical information. The marketing research concerns the behavior, motivations and opinions of the rural touristic demand from the Moeciu area. The questionnaire includes six items, consisting of 30 questions and variables formulated to achieve the objectives set out.*

*In conclusion, the need of coordination of the efforts both regionally and nationally, to achieve some big projects within the rural tourism domain it is correlated with the commensuration process of the activities involved in practicing this type of tourism. The system of indicators used in the analysis of the rural tourism activity is presented as a subsystem of the system of indicators applied to tourism in general. The Bran Moeciu area, it is considered the “core” of the Romanian rural tourism it is taken as applying point of the instruments of statistical nature from the domain of rural tourism, highlighting thus the possibility of practical use of these.*

**Key words:** analysis, rural tourism, research, tourists, opinion

### INTRODUCTION

The emergence of a new type of economy, the one of services economy, has brought major changes in the patterns of economic growth by orienting towards the intensive types, to circumscribed domains of sustainable development, globalization and integration. [5] Consequently, the tourism is manifesting as distinct component of economy, with a more active presence in the economic and social life, with a significant participation to the general progress of the society, and not least, as a promoter of globalization and factor of sustainable development. In the economic, social and ecological domains the services and implicitly, the tourism can bring a vital, essential and sustainable contribution both in

the developed countries as well as and in the developing countries, the main objectives being the change of production models and non-sustainable consumption, poverty elimination, respectively sustainable management of the natural resources. [3]

The tourism domain is facing with issues, of which commensuration can only be made with the help of selective research or which can be completed with the results of such research.[1]

The selective research can study aspects of tourism and to test the quality of the touristic products, thus creating the necessary framework necessary to estimate the specific trends of the analyzed touristic phenomena. [6]

**MATERIAL AND METHOD**

The research method is based on using the questionnaire, and the essence of research lies in the estimation of the parameters of the total collectivity using the principles of probability theory, in the condition of existing the possibility of collecting and processing the statistical information. The marketing research concerns the behavior, motivations and opinions of the rural touristic demand from the Moeciu area. The questionnaire includes six items, consisting of 30 questions and variables formulated to achieve the objectives set out.

It was chosen a sample of 75 tourists to answer at the questions from the questionnaire. After centralizing the data concerning the tourist’s answers regarding the practice of the rural tourism in the touristic area Moeciu, it was noted a diversity of tourist’s distribution.

**RESULTS AND DISCUSSIONS**

The analysis of the foreign tourist’s opinion concerning the touristic visits in Romania, and especially in the touristic area Moeciu, has as starting point their answers concerning the residence country.[8] The distribution and structure of foreign tourists after the residence country after the analysis of the questionnaires is as follows:

The responses to the first question highlighted that are coming foreign tourists from the neighboring countries and “other countries” in proportion of 23.46%, 18.83 % from U.S. and the rest of 57.71 % from countries of the European Union.

Below we have expressed on chart the structure of the tourists who answered at the questionnaire.

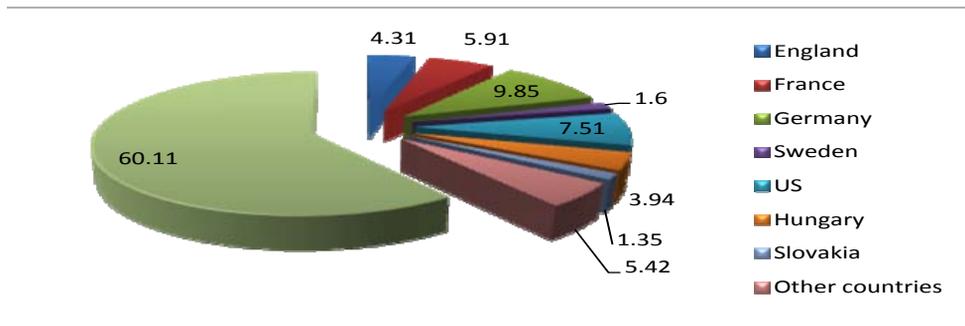


Fig. 1 Structure of tourist who answered at the questionnaire

Table 1 Structures and distribution of foreign tourists with the purpose of practicing tourism:

Groups of tourists from the home country	Subgroups of tourists after the touristic attractions of Moeciu area					Total
	Natural context	Castle Bran	Customs and traditions	Others	Combined	
England	1	1	1	1	2	6
France	1	2	2	1	2	8
Germany	1	2	2	1	2	8
Slovakia	1	1	1	1	1	5
USA	2	2	2	1	2	9
Suede	1	2	1	1	2	7
Hungary	2	2	2	1	3	10
Other countries	1	2	1	1	2	7
Romania	2	4	2	2	5	15
Total	12	18	14	10	21	75

The interviewed tourist responded to the second question of the questionnaire, stating

that they have once been in country for the purpose of practicing tourism, currently

being at the second visit to Romania. The lowest percentage (about 8%) returned to the foreign tourists who have practiced the tourism in Romania for four times and over, which means that are elements of financial and qualitative order regarding the touristic services that have significantly contributed at their decision not to return to the country.

From the table above it results that the vast majority of interviewed tourists weren't in Romania to practice rural tourism. However we note that a part of the German interviewed tourists has practiced the rural tourism in Romania, at least 2 times. The fewer tourists are coming from the category "other countries" that have come three times in Romania, to practice tourism, to them coming only 4.55%.

In the analysis of the established structure for all the interviewed tourists, regarding the visits made with the purpose of practicing rural tourism, is noted the group of those that have never been until now in visit to practice this type of tourism, having a share of 45.81%. It is a percentage that indicates the

growing importance given by the tourists to this form of tourism, the curiosity urging them to practice it and to try its temptations.

Regarding the returning desire of the interviewed tourists in the rural touristic area Moeciu, it can be mentioned that the proportion of the answers contain appropriate values. It is detached the same type of answer "I don't know" because the individual, social economic and financial insecurity, and national policy, has an impact on their decision to return in the region. Only 26.35% of the tourist's answers are affirmative, they being less skeptical about the "tomorrow". They were so attracted by the area offer that they do not concept not t to pass through this region in the future at least for a day.

Following this research, due to the created image through the offered attractions and services in the Moeciu area by practicing the rural tourism activities, are appreciated enough to open a favorable horizon for those who wish to return, but and for those who are tempted to try to spent a holiday in this very beautiful area.

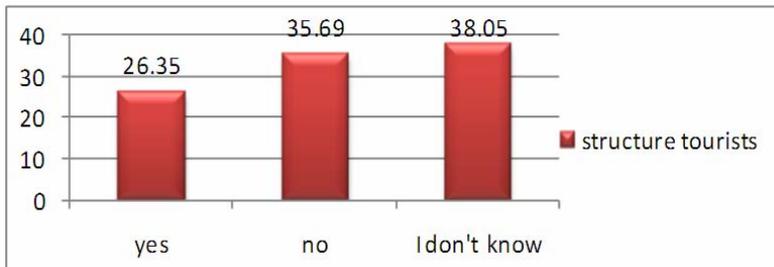


Figure. 2 Structure tourists: Expression on graph of the returning decisions of tourists

Table 2 The distribution of the tourist by their opinion concerning the hospitality

Type of answers	Very much	A lot	So and So	A little	Not at all
Number of answers	7	14	6	2	1
Structure answers	24,88	49,75	21,43	2,71	1,23

Most interviewed tourists have declared themselves satisfied in proportion of 49.75%, regarding the host's hospitality. The tourists very pleased by this characteristic of the host are 24.88%, and of those who oscillate between being pleased or not are having the share of 21.43%. Only 2.71% represents the

tourists less satisfied, respectively with 1.23% of those dissatisfied closes the structural classification of the tourists after their opinion concerning the hospitality of the host.

To know with what image of the are the tourist leaves, to this was asked to name three

positive and three negative aspects (the most conspicuous) concerning their stay in the Moeciu area. The foreign tourists were delighted primarily by the host's hospitality and greatly appreciated the warm and friendly character of the Romanians.

The prices practiced (second place) were very accessible to the foreign tourists, comparative with those existent on other touristic markets (but did not had the same degree of accessibility and for Romanians). The natural environment, traditions and Romanian customs have impressed most foreign tourists, they spending their staying time in a relaxing atmosphere.

The dissatisfaction of the interviewed tourists aims firstly the infrastructures and leisure activities. Improving the infrastructure, including in the touristic packages of some new recreational activities, would be advantages regarding the probability of return of the tourists in Romania and in the rural touristic area Moeciu.

The preference of the foreign tourist to travel in organized groups is reflected and through the answers which they have provided regarding the types of vehicles that they used. Thus is explained the appropriate (about 25%) percentages for the movement with the Bus and of those combined.

Table 3 The structure of tourist by their country of residence, established by each of the types of vehicles used

Groups of tourist after the type of vehicles used	Subgroup of tourists by the country of residence									Total
	England	France	Germany	Slovakia	USA	Sweden	Hungary	Other countries	Romania	
Personal vehicle	2,02	2,26	8,79	0,75	-	0,25	4,27	1,76	79,9	100
Bus	10	14,29	16,19	2,86	-	4,76	5,71	15,71	30,48	100
Combined	2,94	4,42	5,39	0,98	29,9	0,98	1,47	1,96	51,96	100

The structure of tourist by their country of residence, established by each of the types of vehicles used presents the personal vehicle as being the most used by the tourists from Romania to which are corresponding 79.9 % percentages, to the other countries coming reduced percentage ranging from 0.25% (Sweden) and 8.79% (Germany). U.S. is the only country, as it is natural, of which no tourist has used this kind of transport mean. The bus, another mean of transport not used by the tourists from U.S., is little used by the tourists from Slovakia (2.86%), and most people are from Romania (30.48%).

Although the means of transport combined are in proportion of 51.96% used also by the Romanian tourists, however the structural division brings a significant share of the US tourists to which is corresponding a percentage of 29.9%, to the other countries being assigned very reduced shares contained between 0.98% for Slovakia respectively Sweden and 5.39% in the Germany's case.

After the used vehicle, the structure of the tourists established on each country of residence has a percentage distribution which ranks Romania on first place with 65.16 %, due to the advantage presented by the great mobility of the Romanian tourists. From "other countries" the tourists use in a great proportion the bus, but the least prefer to move with combined transportation means, the percentage of 9.09% being the lowest recorded in this structure by countries. It is noteworthy and here the exception of US, which records at the combined means of transport with a percentage of 100%, because they do not have any other travel possibility to get in Romania.

Regarding the information sources used by the tourists arrived in the area, there was made a group of them in six types: internet, newspapers advertisements, magazines, radio, TV, tourism agencies, knowledge or family stories; flyers, catalogs and touristic guides ANTREC, others.

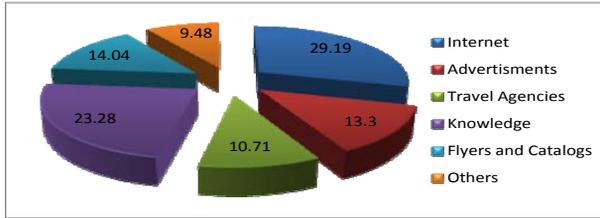


Figure. 3 Structure of tourist after the type of information

The internet is the main source of information used by the tourists, a fact noted through the highest percentage of 29.19% which comes in the established structure. Just at a difference of 5.91 is situated the knowledge or family stories, which represented also an important source of

information. The flyers, ANTREC catalogs and advertisements, are information means of which shares are situated at the level of 14.04% and of 13.30% while with 10.71% and 9.48% intervene in the hierarchical structure the travel agencies and other sources of information used by the tourists.

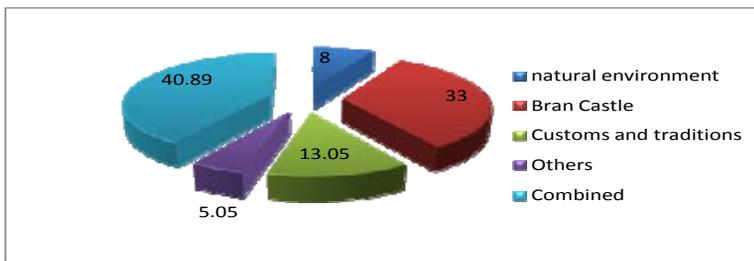


Figure 4 Structure of tourists after the touristic attractions

In the touristic area Moeciu, there were grouped as main touristic attraction points: natural context, Bran Castle, customs and traditions. The tourist can be attracted equally by two sights of these or even the three established as a priority forming the group of combined attractions, which can be completed by other attractions unspecified, which may form a separate group.

Priorities in the tourist's attractions are the combined touristic attractions (40.89%) and Bran Castle (33.00%). These are followed at distance by a significant percentage, by the local customs and traditions (13.05%), of the natural environment to which are corresponding 8% while to the other attractions are coming only 5.05%.

## CONCLUSIONS

The need of coordination of the efforts both regionally and nationally, to achieve some big projects within the rural tourism domain it is correlated with the commensuration process of the activities involved in practicing this type of tourism. The system of indicators used in the analysis of the rural tourism activity is presented as a subsystem of the system of indicators applied to tourism in general. Amid the presentation of the notions of rural tourism have been reached and aspects related to the particularities of the rural tourism activity, thereby allowing the customization of the indicators set, deepening on the elements specific to the activities undertaken by practicing this form of tourism.

The changes from the tourism's domain are the result of conducting a continuous

process of quantitative and qualitative novelty mainly of the touristic offer and motivation which have determined the choice of practicing the activities and touristic destinations.

The multiplication of tourism forms, deeper and faster development of the touristic activities had as effects the capitalization and promotion of the touristic area in the conditions of protection, preservation and improvement of the environment, namely of respecting some principles of sustainable development. [7]

The rural tourism is one of the tourism forms that it has quickly integrated and adapted to the requests of the global touristic requests in the current context.[9] Any field of activity, phenomenon or process can be subjected to the scientific research only in the conditions of selecting different aspects of reality and achieving an analysis.

The touristic activity can be investigated statistically in the conditions of its approaching as systems in which are intertwined two types of components:

Quantitative component represented by the intensity of each characteristic of the system: number structures of touristic reception, number of accommodation places, number of tourist arrivals, number of the employed staff, expenditure, etc.

Qualitative component designated by the state characters such as: tourist motivations, socio-professional category, their nationality, etc.

The methodology and methods used the questionnaire; way of organization and development of the survey can be adapted and used in the measurement of the rural

tourism activity from other region, from the country's level, or even regarding the touristic activity, in general.

The rural tourism present and incommensurate aspects so far, so it is very important to be identified certain indicators and to be used, with the purpose of creating at least a picture of the respective phenomenon outlined on the obtained results. [4]

The Bran Moeciu area, it is considered the "core" of the Romanian rural tourism it is taken as applying point of the instruments of statistical nature from the domain of rural tourism, highlighting thus the possibility of practical use of these.

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