

EXPENDITURES AND CONSUMER BEHAVIOR OF THE TOURISM SPORTS IN ROMANIA

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Abstract: In Romania, scale sports tourism gets well deserved lately. Tourism and sport has a close relationship since the beginning of their existence, and today we are witnessing a strengthening of it, because we talk about quality of life and greatly enhanced awareness of the beneficial effects of tourism and sport, both contributing to the restoration of working capacity, to increase the health of the population and spending free time pleasant and useful. We have proposed in this paper to analyze consumer behavior of sports tourism in Romania but also places where the cost of sports activities in total expenditures grouped according to several criteria. We conducted a preliminary conceptualization of the notion of tourism and tourist sports, controversial and difficult concept to define. We used for this purpose an extensive bibliographic material and statistical data provided by the National Institute of Statistics of Romania.

Keyword: *sports tourism, consumer behavior, adventure tourism*

Introduction

Sports tourism is a tourism category that, even if it is insufficiently promoted, it is practiced successfully in Romania in all seasons, both in the mountain and sea areas. This aspect is due primarily to the coverage of the need to practice sports with its beneficial impact on population health status and leisure time which coincides with seasonal paid leave within which tourism is practiced and that combines perfectly with leisure and sports activities. A special place has the tourism associated with sporting events that are true profitable oases for the zones that organize such events. On the notoriety of these events depends the influx of tourists and also their audience and hence the revenues generated by sports tourism. We can talk about sports tourism when the primary motivation for practicing tourism is sport or when traveling in a desire to participate in various competitions both as a spectator or as a sportsman

Conceptualization of the concept of sports tourism and tourist

Tourism has a growing complexity in a psycho- social plan representing a superior way of organizing free time, which recovers the energy lost in working of any kind, but in which the human personality development and increase its creative capacity.

Over the years, tourism professionals have created new ways to satisfy their more creative and demanding customers, adding to the basic services offered sports services, which are the subject work.

Sports tourism is practiced widely at a national and international level based on various reasons such as the wish to practice sports, the participation at sports competitions and other events of this kind. Be it fishing or hunting sports, winter sports practiced as well in the mountain resorts as in urban tourism centers where there are arranged various rooms for the practice of skating, hockey, etc, swimming, surfing, cycling, adventure tourism, it all contributes to a lesser or greater extent to the good mood of tourists who use such services.

As seen from the definition of tourism that states that tourism is an activity that has recreational or sporting character, consisting of different crossing on foot or by specific transport of distances to visit the picturesque regions, locations, economic, historical, cultural objectives, etc, the relationship between sport and tourism is indestructible. Tourism is a socio-economic mass phenomenon that contains the relations and activities witch take place in the country and in the flow of material and spiritual values between countries in the use of free time.

Sports tourism is associated with sport in general but it can also mean training camps for professional athletes, attending sporting events (national or international sports competitions like the Olympic Games or World Championships in football), alpine skiing or hiking and walk outdoors.

In Romania, until recently, the most popular sport tourism was found in mountain resorts where there were practiced sports like alpinism, winter sports, trekking, etc.. Recently we can speak, even if at a lesser degree than in other countries, of sports tourism at seaside resorts or in more developed urban centers. Even this year there could have been seen economic and social benefits offered by world-class sporting events if we put in discussion the boxing match where there was involved Lucian Bute, organized in Romania. The multiplier effect on other sectors of sport tourism is such at an inexplicably higher level.

Sports tourism is an ideal preventive as well as curative way of health retention and is as such a real school that is sometimes rough , which requires: discipline, courage, dedication and team spirit. Physical training aims at training and development of resistance, strength, speed, skill, learning to act quickly and accurately even in physical fatigue and nervous tension and under conditions of high and low atmospheric pressure.

The sports tourist must have a basic physical training that would reward an acceptable resistance of the body during exercise, long time in heavy season (weather) and stress. Preparation, hardening and adaptation through training the body is gradually graded by day and night marches in rough terrain. Tourist Athlete must build skills to adjust equipment (shoes, bags) and adjusting the pace and breath, the rhythm of the march, to observe and remember details planimetry and layout of the ground. Then learn orientation in space, the choice of direction of movement in terms of maximum effort and low visibility, learn how to improvise a shelter, etc..

Both resistance and physical strength is developed through exercises and training. With the development of physical qualities and will form the moral qualities such as strength, courage initiative, presence of mind, self, team spirit, a sense of the word mountain.

Adventure tourism - higher form of manifestation of sport tourism

Adventure tourism is today a "new frontier" in its various forms through sport tourism. Adventure tourism is born out of curiosity and the human need to explore the unknown, and this makes us think of a transition from " old sports tourism " to "a new sports tourism " that brings some extra adrenaline to the lovers of this type of tourism.

Romania has a rich potential for adventure tourism, offering a wide range of tourism proposals of general or themed interest, and outdoor activities are practiced with enthusiasm in Romania, for a long time. In fact, the word "tourism " means to many Romanian hiking, summer sports - climbing, cycling, mountain -biking, winter sports - skiing, and water sports - kayaking and canoeing on the rivers and lakes, surfing, water skiing and diving.

Adventure tourism is a new form of tourism in Romania and some experts call the activities practiced in this way extreme sports or active sports. These activities are new in our country and a clear definition of them doesn't exist, every organizer of such programs interpreting the concept in his own perception.

Adventure tourism implies (Nistoreanu, 2005, p.44) most times, visiting a region almost unaffected by human impact, making a big physical effort and assuming big risks. In this category are: extreme skiing, climbing, going through canyons and gorges, lowering the water fast, etc..

The adventures proposed by some of the organizers, can be a form of entertainment, challenge, knowledge of oneself better and to identify limits and performance of each. Some of these activities require technical knowledge, supported practice, others are addressed to all those who have a bit of " fear" and "madness ". Should not hide the fact that many of those attending such activities do not really understand how far there is a dose of adrenaline, until where is extended the realm of challenge and what is their purpose.

In recent years, there are two forms of adventure tourism: easy and hard adventure. The hard adventure is characterized by outdoor challenge activities such as mountaineering, rock climbing on ice blocks, the raft and kayak on the water, ski on the plate, going through canyons and gorges, lowering on fast waters and other outdoor sports that require immense power, energy and skill. Adventure tourism is risky and tough looking for a relatively small number of tourists. On the other hand, the easy adventure tourism is in the interest of a much larger segment of the population of tourists, especially if it's added walking, hiking, cycling, riding the raft, canoe and kayak, boat lake, swimming, horseback riding, skiing ski slopes mild or moderate.

Easy adventure tourism can focus on one sport or it can include all-round athletic activities. This type of tourism is in the interest of people of all ages, even to people with the age of 80 years. Many of those interested in adventure tourism resemble those interested in ecotourism in a variety of ways. Generally, these people show respect for nature and are interested to learn some things about the places they visit. In addition, this market is interested in supporting local entrepreneurs and to taste the local cuisine. This market is growing in Europe and the population of Romania.

Specific sports tourism activity categories

The types of activities that can be applied in sports tourism vary from one area to another but also from season to season and may include: skiing, snow kiting (it is a winter sport that combines wind power and Kite surf techniques, with equipment snowboard), the skijoring (crew consisted of a horse or dog that caught the reins wear

skier), skibike (snow bike and skibob) mountain bike 's, snowboard, or the " single sky " (considered a precursor snowboarding, single sky is keeping the more current form and going down on it being much like that of the skiers than snowboarders) ATV and snowmobile. You can experience the following exercise: individual games team, deepening of sports, ball games, exercises to control body and health, hiking, tourist guidance, off-road, water activities, free diving in water and in caves, photo hunt, sports activities during the day (water polo, volleyball, ping pong, aerobics, water sports).

There are programs that promote tourism such as the one called Romania Gorj Adventure - the export commercial version that includes more than 25 summer and winter tourism activities among which we mention: climbing, climbing, mountain biking, downhill on mountain water (rafting), waterfalls, canoeing, rappel descent, flying fox, caving caves and potholes, hiking, mountain biking, off-road and enduro cycling, mountain photography, photo hunt , theoretical and practical survival on the mountain, alpine skiing, , extreme, etc..

Through all these categories of sports, so tourists can be encouraged to understand the concept of "sport for life", whatever age they are. Through education through sport and tourist resorts of tourists arriving in extending this concept to the social level, they turn educating others how to organize their free time in a healthy and relaxing.

Factors that influence consumer sports tourism in Romania

To determine which factors impact the decision of buying a sports tourism product to consumers in the Romania have resorted to achieve a quantitative research method using rank ordering. So I asked 100 people who consumed or want to consume sport tourism, to prepare a ranking of the three most important factors considered by us as being determined in such a tourism product choice, keeping them in descending order of importance perceived by respondents. The results were as follows

Table No. 1. The distribution of responses by rank ordering method

Factor	Rank given		
	I	II	III
Price	45	35	20
The existence of sports animators	35	40	25
The complexity of the activity	20	25	55

To assess the importance of each factor of influence and to establish their hierarchy we used to calculate a separate score for each factor as a weighted average of respondents for each rank and options, respectively, specific score of three tiers, as follows: first rank - 3 points, second rank - 2 points and third rank - 1 point.

- For the package tour price:

$$P = \frac{3 \times 45 + 2 \times 35 + 1 \times 20}{100} = 2,25$$

- The existence of sports animator:

$$A = \frac{3 \times 35 + 2 \times 40 + 1 \times 25}{100} = 2,10$$

- The complexity of the activity

$$P = \frac{3 \times 20 + 2 \times 25 + 1 \times 55}{100} = 1,65$$

By analyzing the scores calculated, it can be concluded that the most important factor significantly influencing the decision to purchase the product is the price with an average score of 2.25, followed by the existence and complexity of sports animator. The direct benefit that the destination gets are money, and the indirect one is the increase in visitors in the coming years.

Evolution of expenditure on sports activities in Romania in 2010

In order to create an image on the progress of sport in Romania, we turned to statistical data provided by the National Statistics Institute of Romania regarding the expenditure made for sports activities that can not be clearly defined as are found combined with cultural and leisure activities ,

Table No. 2 Expenditure paid in Romania by type of expenditure and purpose of travel in 2010

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Type of expenditure	2010			
	expenditure - total		Purpose of travel expenses	
	The absolute value	The relative value %	Business	Private
Total	1466220	100	179998	1286223

Transport	307836	20,94	36852	270985
Accommodation	426225	29,06	66444	359781
Restaurants, bars, cafes and other similar services	432650	29,00	57059	366591
Rental of high value products	10208	0,69	1921	8287
Purchasing products for personal use	241162	16,44	14931	226231
Cultural, sports, leisure	37416	2,55	2046	35371
Other expenses	19622	1,33	745	18977

The data presented in Table 2 can be seen that most of the expenses paid by tourists in Romania is carried out for particular tourism and less for business. Regarding the distribution of spending by type can be seen that the largest share is the accommodation services, restaurant and closely followed by transport services. Spending on cultural activities, sports and free time is only 2.55% of total costs representing 37 416 lei, mostly registers in tourism in particular and only 2046 lei in the tourism business.

Table No. 3 Expenses paid in Romania by type of expenditure and travel organizer, in 2010

-lei-

Type of expenditure	2010				
	Expenditure - total	travel organizer			
		Travel Agency	On her own	Unions, other	The travel agency as well as her own
Total	1466220	59534	1274622	54271	77703
Transport	307836	2223	272773	28711	4129
Accommodation	426225	35501	352150	10591	27984
Restaurants, bars, cafes and other similar services	432650	15861	356901	10211	40678
Rental of high value products	10208	476	9255	-	476
Purchasing products for personal use	241162	5233	230949	3074	1906
Cultural, sports, leisure	37416	238	35193	-	1985
Other expenses	19722		17403	1684	635

If we question the expenditure paid in Romania by type of expenditure and travel organizer, in 2010 we can see that the cultural activities and sports leisure trips are made on their own for the most part followed by the joint, which obtained by combining the aims of the self-organized but also through travel agency, and then those managed by a travel agency. Note that in these types of expenses not involving unions as organizers of travel, they follow only basic services.

Table No. 4 trips expenses by category of expenditure by type of destination in 2010

- Lei current prices-

Type of expenditure	2010		
	Total	total internal	Total external
Total	3693752	3653218	40535
Transport	514949	508041	6907
The purchase of food, beverages, tobacco	1431813	1419563	12250
Restaurants, bars, cafes and other similar services	164006	161402	2604
The purchase of great value products	151739	151739	
Rental of high value products	4804	4411	393
Purchasing products for personal use	1026186	1011056	15130
Cultural, sports, leisure	44917	44431	487
Other expenses	355338	352575	2763

In Table no. 4 can be found data for 2010 on the actual expenses by type of expenditure and by type of destination. As you can see where nterioare a small share of spending on sports, namely 44,917,000 lei in a total of 3,693,752,000 lei. Of these the most important part is done internally, only 10.8% being made out.

Table No. 5 Cost of trips by purpose, other than Romania, in 2010

- Thousands of current prices,

Type of expenditure	Country of destination						
	Total	Bulgaria	Hungary	Republica Moldova	Ukraina	Serbia	Austria
Total	40535	4919	31844	132	1018	713	1908

Transport	6907	641	4580	42	155	111	1377
The purchase of food, beverages, tobacco	12250	826	10990	90	43	301	-
Restaurants, bars, cafes and other similar services	2604	443	1906	-	-	157	98
The purchase of great value products	393	-	-	-	-	-	393
Purchasing products for personal use	15130	2924	11222	-	819	144	20
Cultural, sports, leisure	487	-	467	-	-	-	20
Other expenses	2763	85	2678	-	-	-	-

If we analyze and destination countries in which the Romanians spending in 2010 there was a special attraction to Hungary where most focus mainly expenses relating to purchase of food, beverages, tobacco and purchase of products for personal use. Among the countries analyzed is noted that cultural activities, sports and leisure activities are carried out in Hungary and Austria

Conclusions

Given the growing demand for such a great type of tourism we can say that in the future, Romania will become a special attraction if adequate infrastructure such travel will be developed. We must not forget the general infrastructure that keeps away the foreign tourists. Another way to boost sports tourism would be the organization of major sporting events and aggressive promotion of existing ones. For example when carrying out a handball match or football, which involve many supporters in a town other than the residence, a visit to that city would be appreciated by those if there existed a guide to recommend it and how to present it more attractive elements of the area. Because as we know if beautiful stories are told in Romania tourism products will be sold more easily.

Simply set up a fitness rooms in accommodation space will encourage tourists to sports tourism. Besides this rural area, therefore, rural farm village, offers a number of reasons, among which the most common are: the return to nature, knowledge, curiosity, understanding, creativity, sport hunting, sport fishing, climbing and hiking.

According to a study by the Research and Markets company related travel or hobbies sports events are one segment of the fastest developing tourism in a global industry with revenue of \$ 4.5 billion. Cities, regions and even countries reveals the more and more increased importance a golfer has, skier and football fans on the local economy. In some countries, sport already generates 25% of income from tourism and that is desirable to happen in Romania as well.

Note that "sports tourism" is why large sums of money are spent to gain and win the competition for the organization of Olympic or World Cup.

Major sports events not only contribute to increased revenues in foreign currency, but also to local infrastructure through the construction of hotels, highways and airport expansion.

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