

A STUDY ABOUT THE CONSUMER ATTITUDES TOWARDS TOURISM SERVICES IN BAILE HERCULANE

DINU LOREDANA

LECTURER, “EFTIMIE MURGU” UNIVERSITY, RESITA,

e-mail:

loredanavamvu@yahoo.com

Abstract

The paper will be devoted to the study of how consumers appreciate the quality of the tourism product Baile Herculanene and how they see the development of tourism in the area. This is actually the problem of research that will seek to answer by presenting the conclusions I reached.

Key words: tourism, tourists, consumer, trends.

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1. Introduction

The tourism plays an important role that can't be challenged in the national and international economy, in the social behavior of those who practice it in the existence of those who ensure the operation just because of the scale that it took.

Romanian tourism decline has various causes such as economic crisis, low consumption, exchange rate, low quality of services, poor management, marketing almost nonexistent, the lack of strategy and development concept clearly enough field, myopia government policies, dilapidated state of infrastructure, significant investments, competition in the area etc.

Effective exploitation of tourism potential can not be achieved with current national infrastructure.

Tourism is a great chance of rapid economic development of Romania. He has yet to respond adequately Romanian option of integration into European structures and international. Recovery tourism is beneficial throughout the country and its international promotion can become an element of recovery of Romania. Basis of existing material can be effectively used only by professionals who have mastered the techniques operations and domestic and international tourism.

Without tax incentives, without aggressive promotion without quality services without modern infrastructure, Romanian tourism will remain only a perpetual chance. It is clear that, for Romania, tourism is a big chance that it must be capitalized at the beginning of the third millennium.

One of the possible ways of relaunching tourism is the development and implementation of effective marketing strategies and policies based on an analysis of marketing environment. They believe that we must address:

- raising the quality of tourist services, especially for leisure services, where appropriate and their diversification;
- expanding the Romanian travel agencies offer to succeed capture the interest of a large number of tourists in this regard will focus on introducing or designing tourism products to meet the motivational profile of tourists;
- reshaping the relationship between quality and price, so that higher tariffs applied to be justified as a quality;
- intensifying the promotion of tourist products and services offered;

Currently, the hospitality industry in Romania faces problems such as steep decline of domestic and foreign tourism demand, tourism product obsolete, low standard of services which meet the expectations of tourists, rates and prices too high in relation to quality provided insufficient promotion.

Tourism is one of the Romanian economic sectors, despite so many issues that dominate our society; it seems that he finally found the path towards sustainable development. This area in the near future, to the extent that they would implement a series of marketing strategies and policies, could become a leading provider of benefits for the benefit of our country.

Romanian tourism success depends on the design and implementation of an aggressive marketing-positive, by creating strategies to promote the regions and to build strong brands that will be imposed on a market characterized by fierce competition.

Promotional activities require significant investment in tourism because of the large geographical extent of tourist market, fierce international competition event and intangible nature of tourism product. From this last perspective, one can say that the intangible nature of tourism services increases the importance of promotional strategy, the main element of its investment consisting of (association) with tangible attributes of services by linking them to some specific benefits. The means of communication to suggest speed and efficiency of services provided by tourism facilities, the high degree of comfort provided by them, the images used in exterior and interior playing of accommodation, restaurants and modern entertainment centers.

2. Methods and results

The problem chosen in the research is to determine the consumer attitudes towards tourism services in Baile Herculane.

The research objectives of the consumer behavior of tourism products are represented by:

Identify the necessary information to support decisions about diversity, prices, quality of services, decisions concerning the need for investment in areas with great tourism potential;

Choosing the variables that will be measured, this implies the existence of capacity to realize the problem of managerial research question;

Establishing the statistical significance of the information obtained, so that this information to represent substantiation decision support.

The objective of the study based on survey was to evidence the attitude of the consumers towards tourism services in Baile Herculane, but also the satisfaction and knowledge of the tourists towards the visited area (the studied tourist product). The main objectives were, of course, related to the socio-demographic and economic characteristics of tourists in order to form a clearer picture of the motivational factors involved.

In preparing the research about the attitude of consumers towards the tourist services of the resort “Baile Herculane”, I have established the following steps:

- Choosing the type of research;
- Determination of the sample size;
- Determination of the method of selection(sampling);
- Drafting the questionnaire;
- Administration of the questionnaire;
- Data analysis;
- Research report writing.

To study the consumer attitudes towards the tourism services in Baile Herculane have used information derived from a directly primary research (by taking information directly from consumers).

Thus, I conducted a field research. To provide necessary information for the research I conducted surveys among the visitors of the area.

Obviously, in the case of the surveys realized at the place, the information was collected through direct contact with tourists (face to face), based on a questionnaire.

This questionnaire was divided into four sections that aimed aspects of the following problems:

- Attitudes and satisfaction of the tourist towards the investigated tourist product;
- The motivation of consumption of the tourism product;
- The future behavior (programs) of tourists;
- Socio-demographic and economic characteristics of tourists;

The study, based on a survey among visitors of Baile Herculane, included a total of 213 selected subjects, as previously mentioned, the actual consumers of the reviewed tourism product.

The sample survey was structured on the basis of two criteria considered as follows:

- By sex: from the total of 213 tourists were interviewed a total of 104 men and 109 women
- The criterion of age: the structure of the sample is:
 - under 20 years: 31 people
 - 20-29 years: 25 people
 - 30-39: 25 people
 - 40-49: 35 people
 - 50-59 years: 46 people
 - 60 and over 60 years: 51 people

The marketing research methodology carried out among tourists that visit Baile Herculane, pursued exactly the specific steps to such an approach, respecting the standards accepted in the case of marketing research.

To be able to respond as best as possible to the research objectives was opted for getting information through an interview based on a questionnaire, which was administered by the interviewer.

The questionnaire on which the survey was conducted was designed and implemented by the author in order to achieve the present research.

Corresponding to the method of harvesting information was developed a questionnaire as a tool for gathering information, consisting of 9 content questions and 3 of identification. [1]

As general consideration on the field work (the application of questionnaires) can be said that the interest of the respondents was quite high, the receptivity of the respondents toward the question is greater.

The analysis of the research done for each question included in the questionnaire, showing in each case, the determined trend in the behavior of tourists.

37,09% of the respondents confessed that at the decision of buying contributed neighbors, friends and colleagues, 26,30% rely on family when forming an opinion while only 2,34% of respondents considered the radio a way to form their own opinions.

80,03% of those surveyed were helped by the relatives to elect the resort as a tourist destination. It proves once again that the decision on tourist destination that it will be chosen is influenced by the recommendations and the often subjective information of people of an entourage who have “experienced” these tourism products. Only 1,22% of the subjects chosen in consultation of leaflets Baile Herculane.

The vast majority of those questions agreed that the financial situation greatly influences the tourism destination choice (53,53%), while only 14,55% believe that the financial situation influenced the destination choice.

52,12% of respondents prefer organized forms of tourism, thus calling travel agents to organize holidays/vacations, while 16,90% would choose to travel on their own, counting on greater freedom that enjoys this form of tourism.

About the reason that they come in Baile Herculane 40,84% chose to come here for treatment and spa treatment and 10,33% of the subjects chose the resort for adventure and extreme sports (climbing, cycling) known the fact that the area provides sufficient opportunities to do so. A very small proportion of tourists (0,94%) said they had chosen the destination for attending business meetings, conferences, congresses, seminars, thus demonstrating once again that this type of tourism is little practiced in the area.

61,50% of the respondents consider that tourism investments are needed and 28,17% are convinced that better promotion of Baile Herculane would help tourism.

45,07% of the sample said that they are quite satisfied with the quality of services, some degree of dissatisfaction on this issue by meeting only 23,47% of the tourists.

However, in terms of facilities and existing tourist facilities, the majority of tourists are quite dissatisfied (52,90%) or fairly satisfied (37,04%), a very small number of those questioned said that they were very satisfied with the facilities and arrangements in the area (10,06%). From the presented data we can draw another important conclusion for the research and namely that the absence of a necessary minimum in terms of facilities and land area for tourism leads to an almost total lack of the existing tourism.

42,72% of those questioned said they will definitely return in future in this area, 32,86% it is possible to return and the number who said they did not know whether they will return is extremely low: only 2,35%. We can see here a favorable attitude of the tourists towards the analyzed area, which shows a high degree of satisfaction with offered potential of the tourism product.

Regarding the income level is noticed mostly people with a low income (below 1000 RON) of the tourism product Baile Herculane, 69,95% of the respondents, the number of people with high incomes (over 3000 RON) is at low (only 7,51%). So it can be said that tourists with low incomes constitute the main market segment of the reviewed tourism product. It is a phenomenon that can be easily explained by the fact that people with an income above average rather prefer more distant destinations (even abroad) with a wide variety of services and thus more expensive.

3. Conclusions

The problems of Romanian tourism are the result of a period of low investment and product changes or pending based changes or incorrectly applied. Overcome shortcoming and difficulties especially need a coherent policy at central and local levels, supported by a heavy marketing investment and further research that prints Romanian tourism a sustainable development.

Analyzing the current situation we can see that Romania, with all state of crisis that through the tourism, it remains a country with an extremely valuable tourist, who requires properly studied and exploited in the interests of all people.

In this study we found that:

- From the total number of tourists who frequent the area, most of them prefer organized forms of tourism;
- Distribution by sex is dominated by a higher proportion of women than men; the general trend recorded in general for some forms of tourism (bathing cures);
- In terms of age, preliminary information indicates that the chosen area by the consumers was represented by the adult population, the largest share is held by consumers over 60 years.

The event application and its orientation towards a destination or another were and are influenced by natural and anthropogenic elements of attraction that lead tourists to travel for recreational purposes.

For Baile Herculane the near future can not reserve radical changes in terms of investments at the level of the ways of access and that ones with private character of modernization of the accommodation structures are reduced.

For a good promotion of Baile Herculane I consider necessary the following actions:

- the creation of a promotion area organism that would give the possibility for all the tourists who intend to make a voyage in Baile Herculane to get information and to make reservations by calling the services of this centre.

- publishing the informative materials (brochures, tourist maps) that should contain details about the touristic sights and also displaying maps on brighten panels in public places. The informative materials are made to be free distributed in hotels, restaurants, travel agents, fuel distribution stations;

Also, these publications should constitute an informative support for local promotion in participation at local events which allow the tourism promotion of Baile Herculane at national and international level.

- to facilitate informing visitors of Baile Herculane about the attractions locations, I consider it is indispensable to create a network of tourist alert;

- promoting the area at international level through the relations of partnership and/or cooperation in administrative, educational and economic field;

- the realization of an annual calendar of events (fairs, exhibitions, festivals etc) which should be promoted in order to make permanent these events;

- the participation in national and international tourist fairs in order to ensure the promotion of the area to a more representative level;

Romanian society, like all contemporary societies, is in, let's say, a natural and continuous change, amplified by the news and untimeliness of the transitional period. The pace of change is becoming greater, which makes us believe that it could become downright insurmountable, having already seen the consequences of human behaviors and attitudes that are showing their inability to cope. [2]

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