

Tourists' Perception Of Tourism Activities Offered In Suceava County

Cioban Gabriela-Liliana
"Stefan cel Mare" University of Suceava
Faculty of Economic Sciences and Public Administration
gabrielac@seap.usv.ro

Abstract

Taking into account that Suceava County represents one of the most endowed administrative-territorial units from the touristic point of view, we intend to highlight the tourism resources available to the county and their capacity to meet the needs of the tourists. Underlining the importance of tourism development in Suceava County, the objective of this paper is to identify the perception of tourists about practicing various forms of tourism and the level of knowledge of tourist offer. The specific objectives of the research were: to determine the degree of participation of the tourist in Suceava in various forms of tourism, respectively the degree of appreciation of the tourists regarding the way recreational and recreational activities act on the level of life. To achieve the objectives we carried out a quantitative research, based on a statistical survey, by applying a questionnaire in the months: December (2016) and April (2017).

Key words: forms of tourism, business tourism, recreation tourism, extreme tourism, equitation tourism.

J.E.L. Classification: L83, D60, M30.

1. Introduction

The massive penetration of technical progress in tourism has led over the last half century to the economic development of some countries and, implicitly, to the quality of life of the population in those areas.

Regarding Suceava County, we are pleased to note that the tourism activity is in a continuous dynamism, materialized by the presence of amusement parks, recreational parks, the existence of natural reserves, accommodation units, public catering establishments, treatment and relaxation centers and many other attractions and tourist attractions.

All these enumerations are an integral part of the structure of Suceava County and offer to the population of this county as well as tourists benefits translated through recreation, relaxation, rest and treatment.

The accumulation of tourist offer is an essential element for tourism and a major asset in the development of tourism in Suceava.

The presence of tourist information centers, the presence of tourist sites, the existence of recreational parks and leisure events confirm that the Suceava tourist market has a complex content, explained by the fact that both the offer and the demand are aimed both at the services, As well as the goods requested by tourists. Therefore, we find that during the course of the stay, the tourist consumes various goods and services necessary for the satisfaction of his spiritual, physiological and social novels.

This information confirms both the complexity of tourist services and the differentiated role in combining them to become components of the tourist products offered in the various forms of tourism. There are various ways of structuring the main activities integrated into the touristic ensemble (Cosmescu I., 1998, pp.148-152). Regarding the structure of the main activities and the number of integrated services, there are *integrated* tourism products (consisting of all basic and auxiliary services), *composed* (of which correspondence is missing some basic services - example: transport for tourists traveling with their own Cars), or *simple* (which assume the performance of a

single service). (www.qreferat.com/referate/turism/CLASIFICAREA-PRODUSELOR-TURIST214.php)

In the same context, we mention that tourist products can be classified according to: the duration of the stay, the way in which the activity is carried out, the number of persons involved, etc. In this situation, system analysts (Troquer G., Zins M., 1987, pag.161) identify five major categories of tourism products: *geographical entities* (product produced at region level - South East Europe, etc.), *flat products* (includes all types of products - information, booking, transportation, accommodation, meal, recreation - necessary to meet the needs of a person or community), *event type products* (it is presented on the market as a holiday center - sports and leisure base, spa resort, conference center), *tourist resort type products* (for practicing sports - equitation, gliding, paragliding, mountaineering, gastronomy, hunting, fishing - conducting congresses, seminars, organizing courses - yoga, handicraft, music).

According to this information we find that the development of tourism is closely in line with the satisfaction of the needs of the consumers of tourist services / products and that their diversification still has a special importance both for the competent institutions and for the economic agents offering tourist services / products.

2. Forms of Suceava tourism

Pertinent questions about how to spend time highlight the increased appetite of the population for the consumption of tourist services and the benefits they receive. In the same context, we mention that the tourist offer contributes to the increase of the quality of life of the population as well as to the growth and development of the respective region.

As far as the Suceava County is concerned, we find that it has a variety of forms of tourism that can be practiced throughout the year and / or forms of seasonal tourism. Thus among the most popular forms of tourism encountered in Suceava County are:

- religious cultural tourism (rich in tourist attractions such as fortresses, museums, memorial houses, traditions and ancient customs preserved due to the talent and attraction to the beauties of the population and the monasteries forming the Bucovina necklace);

- hunting and fishing tourism (Suceava County has important hunting resources distributed on 435.482 ha of forests, well 49,2% of the county's surface and the fishery resources offered by flowing waters - rivers, rivers wholly belonging to the river basin of the Siret river - and Stagnant ones represented by small natural lakes and anthropic lakes arranged for complex purposes along the Șomuzul cel Mare river);

- tourism for winter sports - ski (practiced at Mălini, Gura Humorului, Sucevita, Câmpulung Moldovenesc and Vatra Dornei);

- Extreme tourism "(it is synonymous with adventure tourism, including specific activities: practicing aeronautical sports such as *paragliding*, *deltaplan*, (practiced in the Suhard mountains), *sailing*, *motorized trips*, *extreme snowboarding*, *caving*, *mountain biking*, *mountaineering* (practiced in the mountains Calimani, Rarău-Giumalău, Suhard both in the summer and winter), *sports climbing* (starts in May and ending in October), *the ice-climbing season* (ice climbing, practicing in the Zugreni waterfall and the lanes neighboring, begins in December and ends in March), *crossing with tyrol* (the assured launch on a chord stretched between 2 fixed points - rock walls, trees, banks, etc.) followed by a booster (controlled downhill ride alongside a wall rock climbing), *rafting* (descending into an inflatable boat of a fast water stream) and *whitewater kayaking* (*creeks kayaking* going through mountain rivers with marginal flows; *rodeo kayaking* is statically apogee) can be spotted on the rivers in the Dornelor Depression area; *orientation* (using maps, compasses, meteorological and astrological phenomena, natural landmarks, etc.), *paintball* (simulated combat between two teams equipped with special weapons that launch balls with paint), *survival* (in the wild, under hostile conditions), *in the cave*, (orientation and overcoming various obstacles)" (www.adevarul.ro/locale/suceava/centruleconomic-bucovina-investitie-cinci-milioane-transformat-interterminal-aeroport-pasageri-1_56c1b03d5ab6550cb8d29c51/index.html);

- Recreational, leisure and recreational tourism (as a result of the development of recreation and leisure facilities in tourist resorts: Câmpulung Moldovenesc, Gura Humorului, Vatra Dornei, etc.);

- Business tourism - The Bucovina Business and Business Center (www.adevarul.ro/locale/suceava/centruleconomic-bucovina-investitie-cinci-milioane-transformat-interminal-aeroport-pasageri-1_56c1b03d5ab6550cb8d29c51/index.html) is located next to the International Airport «Ștefan cel Mare» and includes exhibition grounds, a technology park, a business incubator, several conference rooms and a restaurant, and other locations;

- balneary tourism practiced in the spa resort of Vatra Dornei and balneal treatment offers in the village of Cacica near the former "Solca balneo-climatic resort";

- the ecotourism that can be practiced inside the Călimani National Park, the Bogdăneasa Natural Park and the Radauti arboretum park, as well as in the natural reserves: Calafindesti - Siret secular meadows, Cheile Lucavei - Moldovenesc Reserve, "12 Apostoli" Reservation - Dorna, Tinovul Mare - Dorna Reserve etc.;

- Equestrian tourism (Stud and Forest Equestrian Sports Club in Sucevita (www.equitana.ro/echitatie-la-complexul-turistic-forest-ecvestru-park-sucevita-jud-suceava/), Home Pension in Bucovina, Gura Humorului, offers walking and riding school for beginners and advanced with coach (www.equitana.ro/echitatie-la-pensiunea-acasa-in-bucovina-gura-humorului-jud-suceava/), Horse riding centers Călimani Mountain Ranger, Neagra Șarului, Dorna Arini and Saru Dornei Center (www.turism-suceava.ro/index.php/agrement/turismul-ecvestru), Lucina Stud located in Moldova Sulița commune, Rădăuți Stud located in Rădăuți municipality (www.adrnordest.ro/user/file/pdr/aes/v3/8.turismul.pdf, pag 15));

- congress and meeting tourism (using the improved tourist infrastructure of cities such as Suceava, Gura Humorului, Câmpulung Moldovenesc, Vatra Dornei etc.).

The practice of these forms of tourism is made using tourist routes made by travel agencies, tourism organizations and economic agents providing tourist services.

These tourist routes are made according to the tourists' options and according to the demand of the tourist market. Thus, adventure tourists benefit from a number of about 40 mountain trails that can be practiced throughout the year or only during certain times of the year. These trails are complemented by over 20 cycling trails during which tourists meet old households and special traditional cultural landscapes. The trail continues with *hiking / hiking trails and routes for equestrian sports* (the routes have different degrees of difficulty: light - with a duration of between two and four hours and more complex - one and up to five days). Regarding tourists who want "strong sensations", the guide of the tourist routes offers rafting, climbing, mountaineering, paragliding, navigation, motorized trips, extreme snowboarding, caving, etc.

It is important to note that the natural and anthropic resources available to Suceava County have contributed to the various forms of tourism. Increasing leisure time, increasing income, increasing the birth rate, etc., increase the demand for tourist services / forms of tourism.

3. Tourists and their needs

An analysis of the tourism in Suceava highlights the fact that cultural-religious tourism is outweighed by niche tourism characterized by extreme sports (42 outdoor sports, water and ground) (Gherțoiu D.M., 1990, pag.16), attracting more and more lovers adrenaline, recreational tourism and kinetic therapeutic spa treatment. These results were recorded as a result of a research on the willingness of tourists to practice various forms of tourism. The survey used the questionnaire as a tool for gathering information and took place during December (2016) and April (2017).

A quantitative direct research was carried out, based on a statistical survey using the self-administered questionnaire. The correctness of the responses was based on the formation of a concise idea on the topic investigated and imposed a preliminary preparation of each interviewed person (the interviewees had to understand the questions asked from the questionnaire) (Hapenciu C.V., (2004), pag.15).

The questionnaire consists of 10 basic questions related to the topic of the survey and 7 questions for identification. Research is defined as exploratory. The total number of respondents who completed the questionnaire was 100 and the results are considered indicative of future research.

Presentation of the researched collectivity:

- 68% of the respondents are female, and 32% of the respondents are male;
- with regard to age groups, 35% of respondents are aged 25 years, 24% are between 25 and 35 years of age, 22% of respondents are aged 35 to 45, and a percentage 9% are aged over 45;
- 35% of those who answered the questionnaire have a monthly income of less than 1500 lei, 21% have a monthly income ranging from 1500 to 2000 lei, 19% of the interviewees have a monthly income ranging from 2000 to 3000 lei, and A percentage of 25% has revenues of over 3000 lei.
- more than half of respondents have university studies (62% undergraduate, master and doctorate), 33% have high school and 5% professional studies;
- as regards the status on the labor market, we find that: 35% of those who answered the questions are students, 20% are employed in the public system; 10% are business owners, 25% are private employees and 10% are freelancers.

Concerning the preference for practicing different forms of tourism, the results show that:

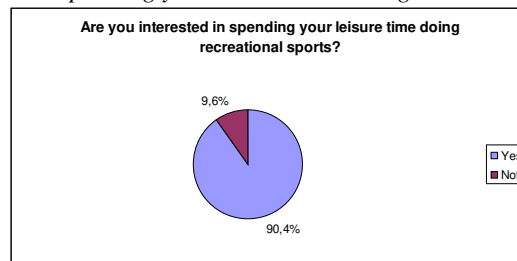
- over 90% of respondents are interested in spending leisure time doing recreational sports while 8% of respondents are not interested in such sports;
- 48% of the respondents do not know the tourist locations where they can perform sports-recreational activities;

Results and comments

The purpose of this research is to analyze the willingness of tourists to practice various forms of tourism and whether the tourist offer is known at the level of the collectivity studied.

To the question: Are you interested in spending your leisure time doing recreational sports? (Figure no. 1)

Figure no.1. Are you interested in spending your leisure time doing recreation sports?

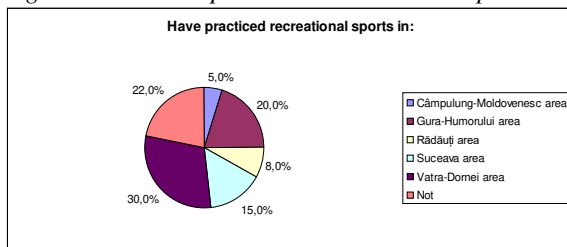


Source: Own research

Respondents responded to an overwhelming proportion that they are interested in recreational leisure activities. Only 9,8% of those interviewed do not want to practice sports in their spare time.

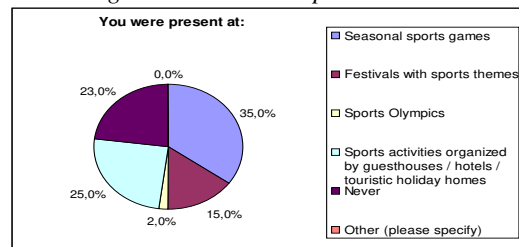
Asking if you have been practicing recreational sports in various areas of the county and have been present at various sports games, competitions, sports Olympics, sports-related festivals, etc. respondents responded as follows: (Figure no.2, Figure no.3)

Figure no.2. Have practiced recreational sport in:



Source: Own research

Figure no.3. You are present at:

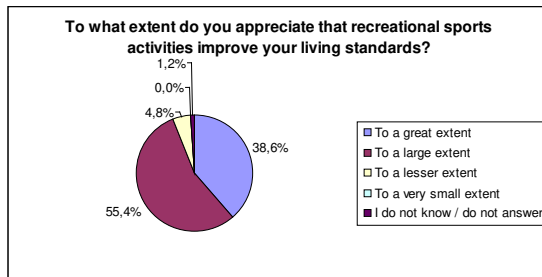


Source: Own research

Two thirds of those interviewed practiced various recreational sports in Vatra-Dornei, Gura-Humorului, Suceava, Rădăuți and Cîmpulung-Moldovenesc, while 22% of respondents responded that they did not practice recreational sports Mentioned areas. At the same time, we find that a significant percentage of the participants in the study were present at sports games, competitions, sports Olympiads, sports-related festivals, etc., while 23% of those interviewed did not participate in such activities.

To the questions: To what extent do you appreciate that recreational sports activities improve your living standards? And do you know the tourist locations where you can do sports-recreational activities? The following responses were recorded: (Figure no.4, Figure no.5)

Figure no.4. To what extent do you appreciate that recreational sports activities improve your living standards?



Source: Own research

Figure no.5. Do you know the tourist location where you can do sports-recreational activities?

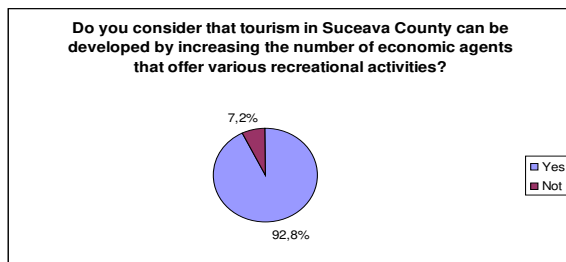


Source: Own research

A percentage of over 90% of respondents consider that recreational sports activities improve their living standards, while only 6% do not know or believe to a very small extent that these activities can improve their lives. It is important to note that a fairly high percentage of 35% of respondents do not know the tourist locations where various sports-recreational activities take place.

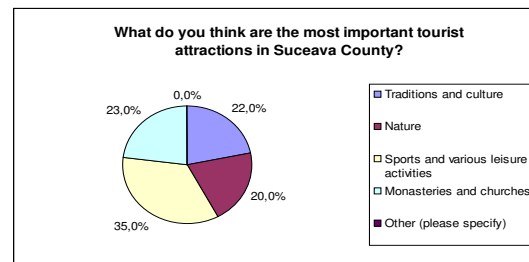
To the questions: Do you consider that the tourism in Suceava County can be developed by increasing the number of economic agents that offer various recreational activities? And what do you think are the most important tourist attractions in Suceava County? The following responses were offered: (Figure no.6, Figure no.7)

Figure no.6. Do you consider that tourism in Suceava County can be developed by increasing the number of economic agents that offer various recreational activities?



Source: Own research

Figure no.7. What do you think the most important tourist attraction in Suceava County?



Source: Own research

92,8% of those surveyed think that tourism in Suceava County can grow by increasing the number of economic agents that offer various recreational activities and only 7,2% do not think this is possible. Regarding the most important tourist attractions, we can see that the tourist attractions represented by the monasteries were surpassed by the sports and relaxation activities. An important percentage is also offered for spending free time in nature as well as for knowledge / practice of traditions and culture.

The results of identification questions highlight the fact that over half of the respondents are feminine and are up to 35 years of age and a monthly income of up to 2000 lei. Also, more than half of respondents have university studies and believes that more aggressive promotion of landmarks and tourist attractions is needed.

The answers given by the respondents to the questionnaire questions highlight their desire to spend their free time by practicing sports and the belief that this improves their lives.

4. Conclusions

According to this information, I consider that the insufficient representation of the active and recreational tourist potential corroborates this region between the gates of hope and the better faith. The attraction to this area of Bucovina is due primarily to the architecture of tourism, to the presence of culture in the spirit of time and true stories of traditional folklore.

The promotion and sale of the tourist product of Suceava County is a necessity on the agenda of each institution empowered to do so. The results of the study confirm that Suceava County must have its own tourist programs that will allow the tourists to be detained for a longer period of time.

In the same context, I would like to point out that it is important to send information on the development of tourist events and the locations where they will take place.

The fulfillment of these requirements meets the needs of the tourists and represents a breath of oxygen that helps to complete a perfect stay. The most active participation in sports competitions in the area, at festivals, at various sporting and recreational activities organized on various occasions, are strong points for local tourism.

5. References:

- Cosmescu, I., 1998, Turismul, Ed. Economică București
- Cocean, R., Moiescu, O.I., Toader, V., 2014– Economie și planificare strategică în turism, Editura Risoprint, Cluj-Napoca
- Gherțoiu, D.M., Teza de doctorat - Noi forme de turism dezvoltate după 1990. Turismul de nișă din România
- Hapenciuc, V.C., 2004, Manual practic de statistică, formule, întrebări, teste dicționar, Editura Didactică și pedagogică București
- Neacșu, N., Glăvan, V., Baron, P., Neacșu, 2011, M., Geografia și economia turismului, Editura Pro Universitaria, București
- Nedelea, A.M. (coordonator), 2014, Turism teorie și practică, Editura Casa Cărții de Știință, Cluj-Napoca
- Troquer G., Zins M., (1987) – Marketing du tourisme, Gaetan Morin , Montreal
- www.adrnorddest.ro/user/file/pdr/aes/v3/8.turismul.pdf [Accessed 1-6 May 2017]
- www.adevarul.ro/locale/suceava/centruleconomic-bucovina-investitie-cinci-milioane-transformat-interminal-aeroport-pasageri-1_56c1b03d5ab6550cb8d29c51/index.html [Accessed 1-6 May 2017]
- www.equitana.ro/echitatie-la-complexul-turistic-forest-ecvestru-park-sucevita-jud-suceava/ [Accessed 1-6 May 2017]
- www.equitana.ro/echitatie-la-pensiunea-acasa-in-bucovina-gura-humorului-jud-suceava/ [Accessed 1-6 May 2017]
- www.judetulsuceava.ro/descopera/turism/trasee-turistice/trasee-montane/ [Accessed 1-6 May 2017]
- www.qreferat.com/referate/turism/CLASIFICAREA-PRODUSELOR-TURIST214.php [Accessed 1-6 May 2017]
- www.turism-suceava.ro/index.php/agrement/turismul-ecvestru [Accessed 1-6 May 2017]