

CONSUMER'S BEHAVIOURAL PATTERNS: THE ROMANIAN TOURISTS

Ingrid Magda Rosca

Per citar o enllaçar aquest document:

Para citar o enlazar este documento:

Use this url to cite or link to this publication:

<http://hdl.handle.net/10803/482205>

ADVERTIMENT. L'accés als continguts d'aquesta tesi doctoral i la seva utilització ha de respectar els drets de la persona autora. Pot ser utilitzada per a consulta o estudi personal, així com en activitats o materials d'investigació i docència en els termes establerts a l'art. 32 del Text Refós de la Llei de Propietat Intel·lectual (RDL 1/1996). Per altres utilitzacions es requereix l'autorització prèvia i expressa de la persona autora. En qualsevol cas, en la utilització dels seus continguts caldrà indicar de forma clara el nom i cognoms de la persona autora i el títol de la tesi doctoral. No s'autoritza la seva reproducció o altres formes d'explotació efectuades amb finalitats de lucre ni la seva comunicació pública des d'un lloc aliè al servei TDX. Tampoc s'autoritza la presentació del seu contingut en una finestra o marc aliè a TDX (framing). Aquesta reserva de drets afecta tant als continguts de la tesi com als seus resums i índexs.

ADVERTENCIA. El acceso a los contenidos de esta tesis doctoral y su utilización debe respetar los derechos de la persona autora. Puede ser utilizada para consulta o estudio personal, así como en actividades o materiales de investigación y docencia en los términos establecidos en el art. 32 del Texto Refundido de la Ley de Propiedad Intelectual (RDL 1/1996). Para otros usos se requiere la autorización previa y expresa de la persona autora. En cualquier caso, en la utilización de sus contenidos se deberá indicar de forma clara el nombre y apellidos de la persona autora y el título de la tesis doctoral. No se autoriza su reproducción u otras formas de explotación efectuadas con fines lucrativos ni su comunicación pública desde un sitio ajeno al servicio TDR. Tampoco se autoriza la presentación de su contenido en una ventana o marco ajeno a TDR (framing). Esta reserva de derechos afecta tanto al contenido de la tesis como a sus resúmenes e índices.

WARNING. Access to the contents of this doctoral thesis and its use must respect the rights of the author. It can be used for reference or private study, as well as research and learning activities or materials in the terms established by the 32nd article of the Spanish Consolidated Copyright Act (RDL 1/1996). Express and previous authorization of the author is required for any other uses. In any case, when using its content, full name of the author and title of the thesis must be clearly indicated. Reproduction or other forms of for profit use or public communication from outside TDX service is not allowed. Presentation of its content in a window or frame external to TDX (framing) is not authorized either. These rights affect both the content of the thesis and its abstracts and indexes.



DOCTORAL THESIS

CONSUMER'S BEHAVIOURAL PATTERNS: THE ROMANIAN TOURISTS

ROȘCA INGRID MAGDA

2017



DOCTORAL THESIS

CONSUMER'S BEHAVIOURAL PATTERNS: THE ROMANIAN TOURISTS

ROȘCA INGRID MAGDA

2017

JOINT DOCTORAL PROGRAMME IN LAW, ECONOMIC AND BUSINESS

Supervised by

Dra. A. BIKFALVI · Universitat de Girona | Dra. P. PRESAS MAYNEGRE · Universitat de Barcelona

Presented in partial fulfilment of the requirements for a doctoral degree from the
University of Girona

Copyright © 2017

by

Roşca Ingrid Magda

FOREWORD

Since 2011, when I decided to choose University of Girona, I have started a long, hard and also beautiful journey into the insights of human behaviour. Coordinated by *my dearest friend* Dra. Andrea Bikfalvi, one of the best professors of the university, and my *darling (not so big sister)* Dra. Pilar Presas, from prestigious University of Barcelona, I discovered the importance of tourism science, in a wonderful trip to the world of academia. We have put together our experience, knowledge and passion for tourism and economics, into a doctoral dissertation with interesting findings regarding the travel consumer behaviour. Five years of hard, continuously, assiduous work had passed. There were years full of hopes, attempts, dropouts, retries, elation and perseverance. I would like to express my gratitude to persons that guided me for a while in my trip of academic construction: Dr. Jaume Guia and Dra. Raquel Camprubi. I also address my appreciation to Natalia Adell Calvet for her support on statistics.

For a period of more than one year (2014-2015) I had been a proud fellow of the notorious Romanian Academy – Institute of World Economy, whom I would like to give thanks for sustaining me in national and international conferences and in writing academic papers. Nonetheless, my gratitude is directed also to Dr. Sarmiza Pencea, who helped me to understand better the world of academics. Together with Dr. Valeriu Franc, they assisted me to improve the thesis with a more meaningful correlation between Romanian writing style and Spanish (Catalan) academic requirements.

My appreciation is directed also to Prof. Marin Burcea and researcher Stefan Bruno that trusted me to provide me useful information regarding the Romanian touristic behaviour. Through their prestigious international project titled ‘Tourism Entrepreneur’, propriety of National Foundation of Young Managers (NFYM) in association with Asociación Agraria de Jóvenes Agricultores de Almeria, Spain and National Association of Rural and Cultural Tourism, Romania, they trained my perception for a more analytical view of the statistical data.

Five wonderful and productive years had passed and thanks to University of Girona (Andrea Bikfalvi) University of Barcelona (Pilar Presas), Romanian Academy (Sarmiza Pencea

and Valeriu Franc) and NFYM (Marin Burcea and Stefan Bruno), I succeeded, from writing a truly interesting business research into developing a real doctoral thesis of international level.

From all my hart, I would like to thank Prof. Marcela C., my mother or simply Wichy – as I call her, for supporting me financially (as much as she could) and more important morally! When I got lost on this academic road, she told me that *there does not exist a better friend than a daughter nor a better daughter than you*. I know it was hard for you but I know you will do it again if necessary (hope not).

Although I appreciate all my teachers, the most important lesson I received it from my granddad: time does not wait. I promised to take him with me when I will defend my thesis, to see the places that I felt in love with, Girona. He suddenly passed away in 2014, living behind an empty spot, an unfinished sentence and a priceless memory. He was always very proud of me. Grandpa, I miss our academic discussions related to the thesis, and I hope you agree with the final version.

Thank you Andrea for trusting me!

Thank you Pilar for supporting me!

Thank you both for being my friends!

ABSTRACT

The noun *behaviour*, representing the manner of conducting oneself, illustrates the main idea of the entire doctoral thesis. Along with the commercial part, this PhD dissertation will focus on explaining how do consumers, respectively, tourists behave. And for the findings to be revealed, there was conducted an analysis on the Romanian tourists. Hence, the main research question is “*Which are the main variables (social and touristic) in defining the profile of the traveller?*”

This doctoral thesis is structured in five chapters (*introduction, literature review, methodology, results, and conclusions*). The first chapter summarizes the justification in choosing the research theme, the objectives and gaps to be filled, and the structure of the thesis. The second chapter extracts some important theoretical information from academics and specialists in consumer and tourist behaviour, analysing the decision making process in the context of the rational choice and ends up with revealing some aspects regarding the behaviour of tourists having nationality as main discriminator factor. The third chapter represents the methodology. This section begins with a short description of touristic Romania, aimed to position the reader’s mind on the environment of the research. The methodology is based on the analysis of a questionnaire given to a sample of 5600 Romanian tourists who had travelled at least one time in the previous year of the research. The fourth chapter is the most important section of the doctoral thesis, containing the results of this research. The fifth chapter is the section where are being discussed the accomplished objectives. This section concludes the entire doctoral thesis by evaluating the positive, the interesting and the negative points of this analysis.

The results were analysed through IBM SPSS 17 statistical program. A descriptive statistics analysis was conducted. First there were investigated the socio-economical factors in determine the social profile of the individual. Hereafter, the relationship between those factors and the main preferences for an inland vacation revealed the profile of the domestic tourist.

The analysis was continued by the investigation of the profile of Romanian tourists in abroad vacations. These results revealed the main differences between the inland and abroad

holiday preferences. By the end of this section the analysis of the relationship between the socio-demographic factors and the preferences for both domestic and international travel variables established the main characteristics of the behavioural patterns of Romanian tourists.

Based on the discovered results, this investigation reveal the fact that Romanians became real tourists at middle age career and usually prefers low cost trips, at medium level of comfort, travelling with family at close to home destinations.

Keywords: consumer behaviour, tourist behaviour, choice and decision making, preferences, tourism, Romanians.

TABLE OF CONTENTS

<i>FOREWORD</i>	<i>iv</i>
<i>ABSTRACT</i>	<i>vi</i>
<i>TABLE OF CONTENTS</i>	<i>viii</i>
<i>LIST OF TABLES</i>	<i>x</i>
<i>LIST OF FIGURES</i>	<i>xii</i>
<i>ACKNOWLEDGEMENTS</i>	<i>xvi</i>
CHAPTER 1	1
<i>INTRODUCTION</i>	2
1.1. Executive summary	3
1.2. Justification	5
1.3. Gaps and Objectives.....	7
1.4. Structure of the Thesis.....	8
CHAPTER 2	11
<i>LITERATURE REVIEW</i>	12
2.1. Literature on behaviour	13
2.1.1. Literature on consumer behaviour.....	16
2.1.2. Literature on tourism behaviour	22
2.2. Literature on Decision-Making.....	39
2.3. Literature on nationality aspects	72
CHAPTER 3	85
<i>ABOUT TOURISTIC ROMANIA</i>	86
<i>METHODOLOGY</i>	96
3.1. The instrument.....	97
3.2. The administration.....	98
3.3. Analysis of data	100
CHAPTER 4	107
<i>RESULTS</i>	108
4.1. The socioeconomic profile of the Romanian traveller.....	109
4.1.1. <i>General findings of the socio-demographic characteristics</i>	109
4.1.2. <i>The relationship between the socio-demographical characteristics</i>	113

4.2. The main touristic preferences of the Romanian travellers (type of holiday, location and accommodation preferences).....	122
4.2.1. <i>Preferences for certain type of holiday</i>	123
4.2.2. <i>Travel choices</i>	136
4.3. Aspects regarding the last vacation spent in Romania.....	176
4.4. The differences between the domestic and the international touristic preferences	258
4.4.1. <i>Abroad traveller</i>	259
4.4.2. <i>Comparison between the types of travellers</i>	263
CHAPTER 5	278
CONCLUSIONS	279
5.1. Factors of Touristic Behaviour	280
5.2. Objective's accomplishment	285
5.3. Own contribution	290
5.4. Limitations and future research.....	293
REFERENCES	296
APPENDIX	310

LIST OF TABLES

Table 1 - General definitions of Consumers Behaviour (by author and year)	19
Table 2 - General approaches of Travel Consumer Behaviour (by author and year)	24
Table 3 - A list of authors who defined Consumers behavioural models and Tourists behavioural models – by time.....	27
Table 4 - Types of memory in travel buying process	53
Table 5 - Cross-cultural behavioural factors	79
Table 6 - Typology of tourists.....	80
Table 7 - Methodological summary of the study.....	100
Table 8 - Academic approach of the variables used in the context of the analysis	102
Table 9 - Age descriptive statistics.....	110
Table 10 - Monthly budget descriptive statistics.....	111
Table 11 - The socio-demographic characteristics of the sampled population	121
Table 12 - Number of departures (from the last year) – by type	123
Table 13 - Number of paid overnighing.....	124
Table 14 - Correlation matrix for types of departures.....	128
Table 15 - Correlation matrix for overnight by type of departure	128
Table 16 - Comparison between types of departure and top 10 counties chosen for vacation (%)	138
Table 17 - Number of accommodations taken per region chosen in the past year	140
Table 18 - Number of accommodations taken per region chosen in the past year	141
Table 19 - Correlation matrix for accommodations overnight per regions.....	143
Table 20 - Results by questions regarding the travel preferences	171
Table 21 - Region of last accommodation unit	178
Table 22 - Promotional offer beneficiary.....	185
Table 23 - The importance of different aspects on vacation.....	189
Table 24 - Vacation budget descriptive statistics	191
Table 25 - Positive memory about accommodation.....	192
Table 26 - Facts on vacation considered as positive memory	192
Table 27 - Negative memory about accommodation unit	193
Table 28 - Correlation matrix of informational sources used.....	195
Table 29 - Association between type of accommodation and motivation in choosing an accommodation	196
Table 30 - Summary of discriminator analysis of motivation factor means among accommodation	197
Table 31 - Test of Homogeneity of Variances.....	198
Table 32 - ANOVA analysis	199
Table 33 - Correlation matrix between type of departure and motivation.....	200
Table 34 - The differences between the socio characteristics considering the travel preferences	244
Table 35 - Results by questions regarding the travel experiences in Romania	253

Table 36 - Top 10 abroad countries - preferences per choices	259
Table 37 - Type of traveller	263
Table 38 - The relationship between the type of traveller, residential area and the region of last accommodation unit.....	266
Table 39 - The relationship between the income level, price appreciation and type of traveller	273
Table 40 - Differences and associations between the two types of travellers.....	274
Table 41 - Results by questions regarding the abroad trips	275

LIST OF FIGURES

Figure 1 - Structure of chapter 1.....	2
Figure 2 - Structure of the thesis	10
Figure 3 - Structure of chapter 2.....	12
Figure 4 - Seven-stage model of a tourism experience	29
Figure 5 - Purchase process	31
Figure 6 - Factors that influence destination's image	32
Figure 7 - Model of image formation of a touristic destination	33
Figure 8 - General model of traveller leisure destination awareness and choice.....	34
Figure 9 - Integrated Model of Self-Congruity and Functional Congruity	35
Figure 10 - Model of Travel-Buying Behaviour	38
Figure 11 - Factors that influence behaviour.....	41
Figure 12 - Consumer's attitude scheme.....	49
Figure 13 - Steps in defining the rational consumer.....	57
Figure 14 - The unplanned trip rationality.....	59
Figure 15 - Environment framework of behaviour	62
Figure 16 - Value, losses and gains	66
Figure 17 - The triangle of Rational Choice	67
Figure 18 - Visions of rationality.....	68
Figure 19 - Largest cities	88
Figure 20 - Structure of chapter 3.....	96
Figure 21 - Structure of chapter 4.....	108
Figure 22 - Structure of section 4.1.	109
Figure 23 The socio-economic profile of the tourist	112
Figure 24 - Relationship between gender and the other socio-demographical variables	115
Figure 25 - Relationship between Age and Income / Occupation	117
Figure 26 - Relationship between education and income/ occupation	119
Figure 27 – Structure of section 4.2.....	122
Figure 28 - Percentage representation of <i>Annual leave, vacation and stays</i>	125
Figure 29 - Percent representation of <i>Weekends and legal holidays</i>	126
Figure 30 - Percentage representation of <i>Business trips, delegations and participation in events</i>	126
Figure 31 - Percentage representation of Treatment, healthcare or medical leave.....	127
Figure 32 - Relationship between the type of departure and gender.....	129
Figure 33 - Relationship between type of departure and age.....	130
Figure 34 - Relationship between type of departure and number of family members	131
Figure 35 - Relationship between type of departure and income level.....	132
Figure 36 - Relationship between type of departure and civil status	133
Figure 37 - Relationship between type of departure and educational level.....	133
Figure 38 - Relationship between type of departure and occupational status.....	134
Figure 39 - Relationship between type of departure and residential area	135

Figure 40 - Number of departures by type and regions	137
Figure 41 - Comparison between preferred areas for vacation	139
Figure 42 - Preferred type of accommodation per region	140
Figure 43 - Levels of comfort for the chosen accommodation per area	142
Figure 44 - Comparison between the most chosen levels of comfort (3*) at mentioned accommodations – per regions	142
Figure 45 - The relationship between the accommodation preferences and gender.....	145
Figure 46 - The relationship between accommodation and age	146
Figure 47 - Relationship between the accommodation and the number of family members...	147
Figure 48 - Relationship between accommodation and income level	148
Figure 49 - Relationship between accommodation and civil status.....	149
Figure 50 - Relationship between accommodation and educational level	150
Figure 51 - Relationship between accommodation and occupational status	151
Figure 52 - Relationship between accommodation and residential area	152
Figure 53 - The relationship between the overnighing and gender.....	153
Figure 54 - The relationship between the overnighing and age	154
Figure 55 - The relationship between overnighing and the number of family members.....	155
Figure 56 - The relationship between overnighing and income level.....	156
Figure 57 - The relationship between overnighing and civil status	157
Figure 58 - The relation between overnighing and the educational level	158
Figure 59 - The relationship between the overnighing and the occupational status	159
Figure 60 - The relationship between overnighing and the residential area.....	160
Figure 61 - Relationship between preferred level of comfort and gender	162
Figure 62 - Relationship between level of comfort and age.....	163
Figure 63 - Relationship between level of comfort and number of family members	164
Figure 64 - Relationship between level of comfort and income level.....	165
Figure 65 - Relationship between level of comfort and civil status	166
Figure 66 - Relationship between level of comfort and educational level.....	167
Figure 67 - Relationship between the level of comfort and occupational status	168
Figure 68 - Relationship between level of comfort and residential area	169
Figure 69 – Structure of section 4.3.....	176
Figure 70 - Map of Romania – county of last vacation	177
Figure 71 - Past accommodation frequency.....	178
Figure 72 - Returning frequency	179
Figure 73 - Choice motivation.....	180
Figure 74 - Accommodation type taken	180
Figure 75 - Last accommodation overnighing statistics	181
Figure 76 - Destination decision maker	181
Figure 77 - Travel group statistics.....	182
Figure 78 - Displacement time statistics.....	182
Figure 79 - Transportation type	183
Figure 80 - Information sources for accommodation.....	184
Figure 81 – Holiday main organizer	185
Figure 82 - The preferred type of promotional offer.....	186

Figure 83 - Promotional offer beneficiary	186
Figure 84 - Room reservation time ahead.....	187
Figure 85 - Booking modality	187
Figure 86 - The motivation for accommodation choice	188
Figure 87 - Activities taken on vacation.....	189
Figure 88 - Past vacation global appreciation.....	190
Figure 89 - Price appreciation	190
Figure 90 - Total budget per vacation statistics.....	191
Figure 91 - Accommodation returning process.....	194
Figure 92 - Accommodation unit's recommendation.....	194
Figure 93 - Relationship between gender and travel experiences.....	203
Figure 94 - The relationship between visits motivation and gender.....	204
Figure 95 - The relationship between information sources and gender	205
Figure 96 - The relationship between vacation activities and gender	205
Figure 97 - The relationship between age and travel experiences	206
Figure 98 - The relationship between motivation visits and age	208
Figure 99 - The relationship between information sources and age.....	209
Figure 100 - The relationship between vacation activities and age	210
Figure 101 - The relationship between civil status and travel experiences	212
Figure 102 - The relationship between motivation visits and civil status	213
Figure 103 - The relationship between information sources and civil status	214
Figure 104 - The relationship between vacation activities and civil status.....	215
Figure 105 - The relationship between number of family members and travel experiences....	216
Figure 106 - The relationship between motivation visits and number of family members.....	217
Figure 107 - The relationship between information sources and number of family members.	218
Figure 108 - The relationship between vacation activities and number of family members.....	219
Figure 109 - The relationship between education and travel experiences	220
Figure 110 - The relationship between motivation visits and educational level.....	222
Figure 111 - The relationship between information sources and educational level.....	223
Figure 112 - The relationship between activities on vacation and educational level	224
Figure 113 - The relationship between occupational status and travel experiences.....	226
Figure 114 - The relationship between motivation visits and occupation	227
Figure 115 - The relationship between information sources and occupation	228
Figure 116 - The relationship between vacation activities and occupation.....	229
Figure 117 - The relationship between income level and travel experiences.....	231
Figure 118 - The relationship between motivation visits and income level.....	233
Figure 119 - The relationship between information sources and income level.....	234
Figure 120 - The relationship between vacation activities and income level	235
Figure 121 - The relationship between the residential area and the travel experiences	237
Figure 122 - The relationship between the motivation visits and residential area.....	240
Figure 123 - The relationship between the information sources and residential area.....	241
Figure 124 - The relationship between vacation activities and residential area.....	242
Figure 125 – Structure of chapter 4.4.....	258
Figure 126 - Top 3 foreign countries preferred for holidays	260

Figure 127 - Preferred type of abroad accommodation.....	260
Figure 128 - Comparison between the maximum numbers of nights taken in all three regions	261
Figure 129 - Comparison between the levels of comfort at the main types of accommodation	262
Figure 130 - The relationship between the type of traveller and the socio-demographic variables.....	264
Figure 131 - The relationship between resort choice motivation and the type of traveller.....	269
Figure 132 - The relationship between the accommodation and type of traveller	269
Figure 133 - The relationship between the overnighting and the type of traveller.....	270
Figure 134 - The relationship between informational sources and the type of traveller	270
Figure 135 - The relationship between preferred activities and type of traveller.....	271
Figure 136 - The relationship between vacation budget and the type of tourist	272
Figure 137 - Structure of chapter 5.....	279
Figure 138 - Intersection of travel buying behaviour variables in time	282
Figure 139 - Concept of rational buying behaviour in tourism.....	283

ACKNOWLEDGEMENTS

This doctoral thesis has been financially supported within the project entitled “Horizon 2020 -Doctoral and Postdoctoral Studies: Promoting the National Interest through Excellence, Competitiveness and Responsibility in the Field of Romanian Fundamental and Applied Scientific Research”, contract number POSDRU/159/1.5/S/140106. This project is co-financed by European Social Fund through Sectorial Operational Programme for Human Resources Development 2007-2013 investing in people.

CHAPTER 1

INTRODUCTION



Figure 1 - Structure of chapter 1

Source: Own elaboration

The first chapter is aimed to introduce the reader in the thesis environment. It first opens the section with an executive summary and presents some main feature of this PhD, like problem statement, previous investigation, key findings, and originality of the work. The second section, the justification, introduce the theoretical framework of the study that deals with the consumer behaviour and its purchasing power that leads to construction of own preferences. Further, there are being presented the gaps and objectives of this thesis including the sub-research questions, which reveal the importance of the study. Finally it is being revealed the structure of the thesis with a short description of the six chapters.

“SIC COGITO”

1.1. Executive summary

This study will answer the questions related to travel preferences and describe the way that the people from the old Dacia land take decisions in the tourism framework. Because exist less past knowledge for making predictions, this exploratory study is based on research questions. Hence, the main *research question* of this study is trying to find the answer on how a type of nationality behaves differently on a certain moment when it comes to decision making, considering specific touristic and sociological variables.

In terms of *problem statement*, imagine being a tourism entrepreneur, preparing the business for future clients, offering quality services. And so does the competitors. What makes a travel provider (e.g. agency or travel consultant or even destination) better for being chosen by tourists? Imagine being an academic professional looking to define the tourist behaviour. Read a lot, and the more information is accumulated, the beliefs are more blurred. In fact, what is the touristic behaviour and its characteristics? Several authors (see Table 2) tried and succeed to define in time this specific behaviour, by observing different groups of nationalities in their experiences had away from home (Ogilvie, 1933).

Taken the less-is-more effect, the purpose of this research thesis is to offer a deeper understanding of the behaviour of Romanian travellers and evaluate their potential as national and international tourists.

Regarding the *previous investigation*, while most of the research focused on Romania as a touristic destination, relatively less attention was paid to the behaviour of Romanians as tourist travellers to other European countries. To some extent this is also due to the significant flow of Romanian “tourists” that emigrated after 1989, the clear separation between the genuine travellers being rather difficult. Nevertheless, there is general agreement with respect to the fact that there is a change in preferences observed after 1989, when the influx of tourists coming from neighbouring former communist countries went down and at the same time many Romanians decided to spend their holidays abroad (Mazilu, 2008). Moreover, statistics indicate that 2007 was one of the few years that registered a surplus in the balance of payments for the Romanian tourism. That is, foreigners were spending more in Romania than Romanians abroad

(Mazilu, 2008: 175). It is therefore necessary to analyse the behaviour of the Romanian travellers abroad and the main attributes taken into consideration when choosing their touristic destinations. Similar analyses have been pursued in some other former communist countries like, for example, China (Sparks and Wen Pan, 2009) and Bulgaria (Bachvarov, 1997).

In the last years cultural products consumption has become an important growth market in many of the former communist countries in Eastern Europe, the reason being not only economic but also political, related to the creation/improvement of these countries' image abroad (Hughes and Allen, 2005) and the improvement of their competitiveness as touristic destinations compared to other European Union (EU) countries. Romania was not an exception, substantial research evidence being focused on several aspects: identify the main elements that contribute to the brand identity of Romania as a touristic destination (Cosma, et al., 2010; Light, 2007; Light and Dumbraveanu, 1999); the main products of the Romanian cultural tourism, the potential of the rural tourism (Iorio and Corsale, 2010), the Black sea or the Danube Delta zone (Negrusa, et al., 2009); the main attributes taken into account by individuals when forming their preferences towards natural areas as touristic and recreational destination (Dumitras, 2008), or assess the impact of the economic crisis on Romanian tourism overall, taking into account all the agents involved (Mazilu, et al., 2010).

Considering the *key findings*, it is expected to discover the behaviour as being the main factor in deciding the framework of the offer. It cannot be elaborated or promoted a service unless it is discovered for whom is this service needed, its attractions and motivations for what is chose. The main key findings of this thesis are related to the discovering of the socio-demographic characteristics and the relationship between those variables and the factors of travel experiences.

The *originality of the work* resides in several contributions that are expected from this research:

1. Offer first hand empirical evidence on the behaviour of the Romanian as tourists given that, there isn't much evidence on this issue, based on the relationship between the socio-economic variables and travel preferences;

2. Determine marketing, cultural and economic policy implications to be taken into account not only by the tourism entrepreneurs and academicians. The results are expected to allow also the construction of a decision-making framework that could help foresee future developments in the touristic preferences of Romanians.
3. Determine the profile of the Romanian traveller. This result may have methodological and practical implications: it could be used for example in elaborating and defining a country-level stimulus of consumer behaviour; the results may be used also in the academic environment by the teaching specialists on services marketing.

1.2. Justification

By time, it has become obvious that investigation of human behaviour must have a multidisciplinary approach: psychological, sociological, and economical.

The *theoretical framework* of the research combines various approaches, all related with the analysis of individuals' behaviour. The different perspectives offered by each theory (e.g. choice theory within the 'take-the-best' model of Gigerenzer and Gaissmaier, 2011; the 'utilitarianistic' theory of Friedman, 1948; the 'rational choice theory' of Kahneman, 2002; or 'take-the-last' theory known also as 'Einstellung set' of Duncker, 1935 and 1945) is an advantage as it allows for a better understanding and competition of the Romanian traveller's profile. According to mentioned notable authors, travel variables and socio-demographical factors create a typology of unique tourists. Several potential theoretical approaches and some relevant contributions to the literature are briefly discussed. Consumer's behaviour and travel behavioural concepts are structured in the second chapter.

The rules in tourism knowledge creation consist of those conventions that researchers subscribe to and work within. Concepts analysed will include (multi/inter) disciplinarily, paradigms, post modernity, traditions, discourse and methodology and a concern here is that knowledge may be subject to MacDonaldizing tendencies where standardized procedures are invoked to produce a uniform, predictable product. There may be parallel dangers of following a "recipe" approach to tourism research. For recipes militate against heterogeneity, nuances

may be lost and research products may be mass-produced without due regard to their sensitivity to different contexts (Tribe, 2006:5). Regarding the rules in tourism knowledge, Casselas (2005) noted that tourism must be defined through the human behaviour (the tourist) and its preferences, namely demands. In the case of Romanian tourists, over a time period of more than 60 years, the behaviour of Romanian traveller has switched from a non-domestic traveller (during the communist period) to an open border traveller (after 1989), with a special preference for the European destinations (since 2007). It is therefore important to assess the factors that underline this behaviour and derive the main policy implications vis-a-vis the touristic policy.

In the middle of the 60s the *study of consumer behaviour* has become a concern for the marketers. Rising complexity of the economic life, led to the necessity of a better understanding of the economic human behaviour (the economic human behaviour must be understood here as the certain attitude that the consumer adopt regarding the use of his own financial and economic resources, when he chooses to buy a service). For this, individual's behaviour should be analysed from a double side, as a producer, and as a consumer. The importance of the analysis of consumer behaviour in the tourism sector underlies in the concern of the touristic preferences. In other words, the analysis of the touristic market, namely 'the producer' will give significant clues about the profile of the consumer, namely 'the tourist', his/her needs and motivations in the buying decision process.

The increase of *purchasing power*, for example, together with the educational and cultural level, gives the buyer the possibility to satisfy more needs, on a higher level. And this must be taken into account by the producer. Generally taken, the behaviour must therefore be understood as an ensemble of exterior reactions, through which an individual responds to stimulus. Regarding the tourism sector, in order for the touristic offer to be diversified, the producer ('the stimulus') and the new environment in which lives the 'new consumer' and its exterior reactions in the process of changing should be analysed.

Existing evidence (Stanicu, 2010) shows that contextual factors (region, type of habitat, family size, etc.), generational differences (age), and gender, together with the cultural (education level), economic (revenue) and social capital (occupational status/social status),

have proven to be determinant in defining *consumer preferences* for cultural, leisure and entertainment activities. It is expected therefore, these factors to play also a role in explaining individuals' tourist behaviour. The importance of the issue under analysis resides in the benefits/knowledge it could generate to all involved stakeholders.

1.3. Gaps and Objectives

This research has one *key objective*, mainly to assess the factors that underline the tourism behaviour and derive the main policy implications vis-a-vis the touristic policy, regarding the Romanian tourist, through analysing the relationship between the social characteristics and travel preferences.

The purpose of the analysis is to answer several *sub-research questions*, to fill up the gaps:

1. Which are the main socioeconomic profiles that found among the Romanian tourists?
2. Which are the main touristic preferences of the Romanian travellers?
3. Which are the main determinants in choosing a touristic destination among the Romanians?
4. Is there any difference between the domestic and the international touristic preferences?

By better understanding the Romanian traveller' touristic behaviour, based on the objectives, the *importance* of the research consists in three main pylons:

- Defining the concept of rational behaviour applied to the tourist consumer, based on the socio-demographical characteristics identified;
- Identify influential factors for the touristic demand and individuals' motivation, taking into account the variables that determine the domestic travel preferences, perceptions and motivations;
- Elaborate a framework of analysis and methodological instruments to be used in establishing the attractiveness of a reference territory, given the findings observed regarding the comparison between the inland traveller and abroad tourist.

Several *sub-objectives* are pursued along this research, among the most important being:

1. To understand the tourist behaviour of Romanians through the impact of the socio-demographic characteristics.
2. To determine perception about the decision-making when it comes to attributes valued by tourists.
3. Determine Romanians' potential as international tourists, by comparing the inland and abroad travel preferences.

1.4. Structure of the Thesis

This PhD dissertation will try to explain the concept of *behaviourism* in the tourism industry and its importance in elaborating the travel offer.

The first chapter is the "*Introduction*". Within this part of the thesis it will be revealed the context of the study trying to prove among all the originality and significance of the research. The rigour of the dissertation will be developed through methods of research briefly described in the problem statement. The gaps, objectives and the research questions are described next, trying to develop a more creative image of the study. The *introduction* chapter it will be concluded by a short summary consisting in the description of the chapters of the thesis.

The second chapter is titled "*Literature review*". At first, it will be developed a framework of definitions of *consumer behaviour* in general followed by *travel behaviour* in particular, mainly about the decision making process. There will be assessed a table of definitions and concepts of different authors, namely Kotler (1999) – about consumer behaviour, or Moutinho (1987) – about travel behaviour. Second, the chapter will include the variables that determine certain behaviour of the consumer, or travel consumer. This second part is important regarding the connection between conceptualisation of the theories, mentioned in the first part, and the decision making process, in the third part. Hence, the last section of the second chapter is dedicated to the models of decision making and rational choice

theory. Within this section there will be enumerated in detail some of the most relevant models of behaviour and decision, regarding this research. Among all, it may be mentioned the model of 'Travel buying behaviour' of Mathieson and Wall (1982), the 'Purchase process' of Moutinho (1987), or Bettman's 'Information processing model of consumer choice' (1979). The second chapter will be concluded by revealing the importance of choice within the decision making process (Kahneman, 2002), considering the findings related to consumer/travel behaviour.

The theoretical foundations will be ended with a subchapter titled "*Literature on nationality aspects*" and represents a connection between the base of the theory findings and the follow up context of the analysis. Within this part there will be developed the main models of analysis of different authors regarding the perceptions of behaviour of different nationalities (Berrol, 1981; Richards, 1991; Prentice, 1993; Bywater, 1993). The objective is to study different behaviours in the respect of the variables that define such behaviour based on the main discriminator factor, 'the nationality'.

The third chapter represents the "*Context of the analysis*" and reveals the real importance of this research. This part will start with a short presentation of touristic Romania in order to highlight the travel offer (namely the environment) of the inlands destinations of Romanian tourists. Within this chapter there will be pointed out the research *methodology* through the context of the analysis took place. There will be presented the instrument of the research, the administration, the analysis of data.

Chapter four will examine the "*Results*" of the investigation. Three main profiles will be developed: the socio-economic profile of the Romanian traveller, the profile of the domestic tourist, and the tourist which travels both inlands and abroad. In defining the pattern of Romanian traveller there will be analysed the relationship related to socio-demographic variables and the variables describing the touristic behaviour in Romania, on the one hand, and behaviour abroad, on the other hand.

In the fifth chapter, the "*Conclusions*", there will be tested a conceptual model of tourist behaviour cycle, and improved, in order to complete the existing ones mentioned in the previous theoretical part. The model will be tested by the findings from the research analysis. The proposed model will be developed through factors like motivation, perception, satisfaction,

choice or decision. This chapter will also highlight the objectives accomplished and the factors of touristic behaviour detected in the context of the analysis. This last chapter will complete the entire study, releasing some final recommendations through the analysis of *positive, interesting* and *negative* aspects of this research.

Finally this doctoral thesis will prove the contribution to knowledge by representing the synthesizing the literature review regarding the consumer and tourist behaviour, by the check-up of the main methods and models of analysis, by providing a concept of understanding the Romanian’s touristic behaviour, and by verifying a model of tourist behaviour, and improving it, which could be further tested on other nationalities also.

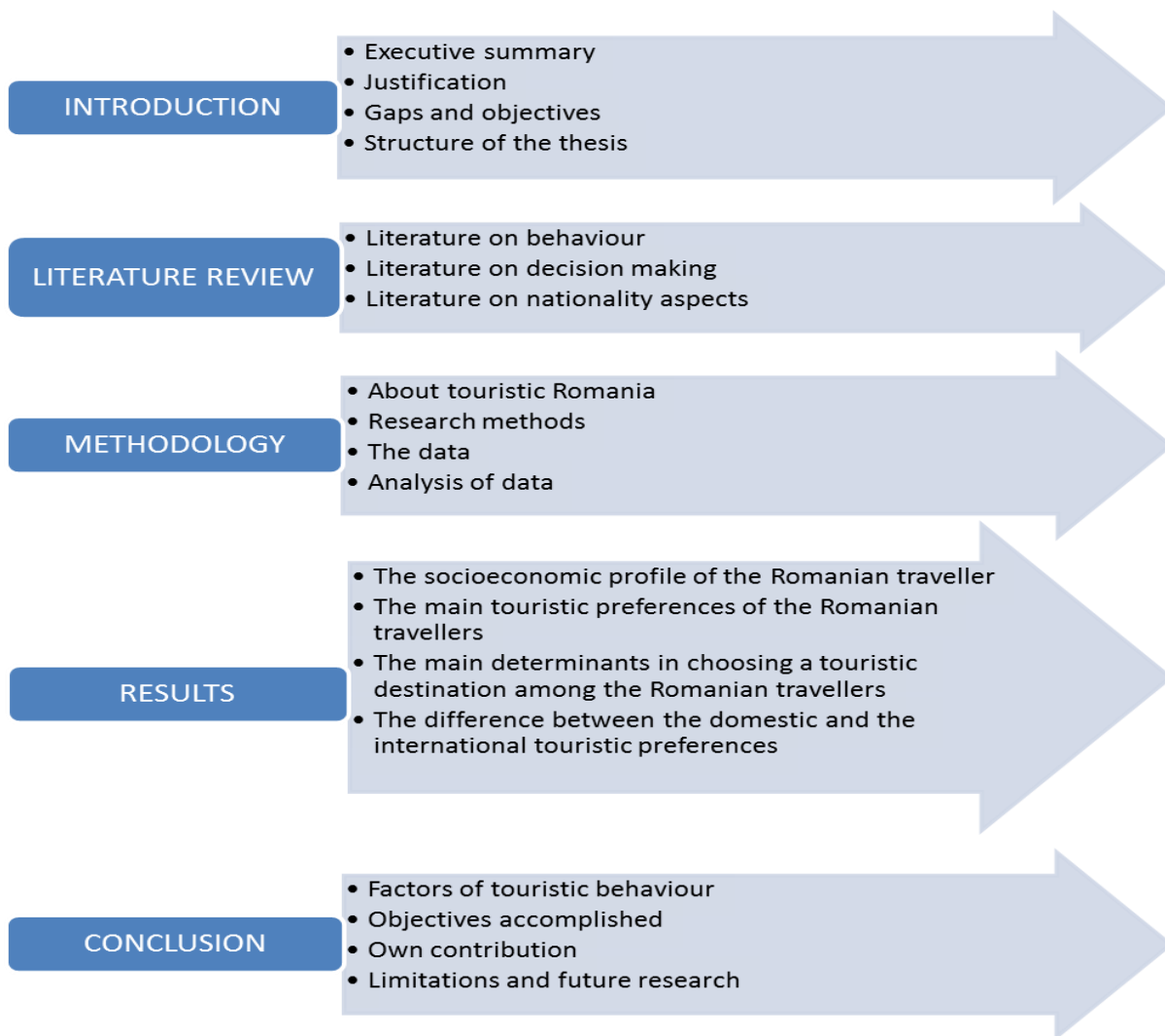


Figure 2 - Structure of the thesis

Source: Own elaboration

CHAPTER 2

LITERATURE REVIEW

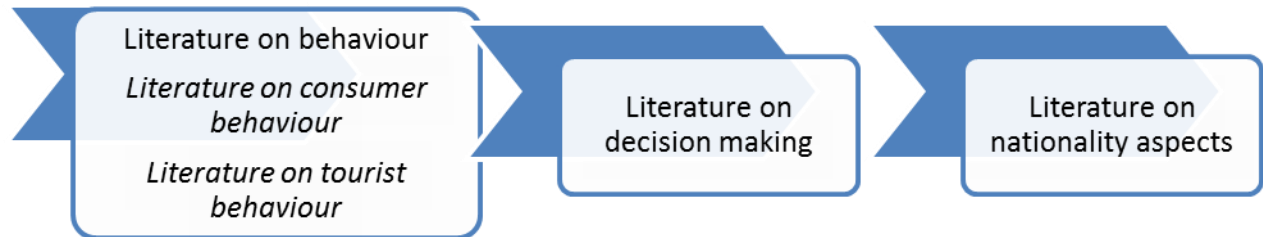


Figure 3 - Structure of chapter 2

Source: Own elaboration

The second chapter presents the theoretical framework on which this thesis is written. This section begins with a description of *literature on behaviour*. It starts with the general findings on *consumer* behaviour, and ends with the main ideas regarding the *tourist* behaviour. After a scheme of behaviour is elaborated, this section explains on how the decisions are taken on a rational manner. Further, the information presented is structured on *nationality aspects* in order to explain types of behaviour and decision processes regarding each nationality and the difference between them. The logical writing style of this section resides in the fact that the description was made linking the factors of analysis with the authors that used in research those factors.

"Life is like a book. Who has not travelled, read only one page."

2.1. Literature on behaviour

According to United Nations World Tourism Organisation, tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are named *visitors* (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. As such, tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves. Due to these multiple impacts, the wide range and variety of production factors required producing those goods and services acquired by visitors, and the wide spectrum of stakeholders involved or affected by tourism, there is a need for a holistic approach to tourism development, management and monitoring. This approach is strongly recommended in order to formulate and implement national and local tourism policies as well as the necessary international agreements or other processes in respect of tourism.

The literature review is divided in different parts; each part will be represented in each section. The importance in dividing the knowledge part relies in the need of a critical review to support the structure of the chapter. In this chapter is being created a theoretical platform of the most important articles that will create a base of study and aims to inform and support the research questions.

Several approaches related to the *behavioural analysis* are combined in this doctoral thesis. Watson and Skinner (1924 and 1991) focused on the experimental psychology, based on a stimulus-response strategy. Later, Mathieson and Wall (1982) offered an interesting model of decision making in tourism, based mostly of psychological aspects. Hereafter, Bourdieu's corner stone research on taste and distinction (1984) was completed by Pizam and Sussman (1995) who built their concepts on cross-cultural analysis and Bonnemaïson (2005) with the cultural system approach study. Contrary to the soft analysis of the predecessors, Kahneman (2002) based the Nobel Prize research upon rational choice in decision making process as a behavioural pattern.

The theoretical framework of the research combine various approaches, all related with the analysis of *individuals' behaviour*. The different perspectives offered by each theory are an advantage as it allows for a better understanding of the Romanian traveller's profile. Several potential theoretical approaches and some relevant contributions to the literature are briefly discussed hereafter.

The general understanding of *consumer and tourist behaviour* is determined by authors like Tribe (2006) who has analysed the importance of studying tourism in a multidisciplinary approach. However, Vidal (2006) has based the importance of studying tourism in the respect of human behaviour. In the same soft manner, Bourdieu (1984) revealed the importance in investigating the human cultural and leisure preferences through cultural, social and economic capital endowments of individuals. Hereafter, Kotler (2008) expressed the consumption through the social process of a certain value and, Watson and Skinner (1924 and 1991) through the stimulus-response strategy.

Consumer's behaviour and travel behavioural concepts are structured in the second section. According to notable authors, travel variables and socio-demographical factors create a typology of unique tourists. The academic literature is presented here through several such authors. Presas (2014) based the research on the uniqueness of each travel company and the perception of the tourists. Same, Gali and Donaire (2003) studied the behaviour of visitors. Later on, Nunkoo and Gursoy (2011) proposed a model of resource-based occupational identity, environmental identity, and gender identity of the residents influence attitudes to tourism impacts and support (behaviour). Empirical evidence indicates that one's identity has a direct bearing on support, but may not always influence attitudes. In a different manner, about motivation and perception, Engel et al. noted that consumer behaviour is "an action of individuals direct implicated in the process of obtaining and use of goods and services, including the process of decision that comes after taking this action" (Engel et al., 1986:18). Mâlcomete (2003) affirms about the decision taking in the new era, that consumers behaviour is made from successive or concomitant actions in order to select an alternative or other, all taking to decision process. Scherhom (1972) analyses the correlation between consumer's behaviour and its standard of life, explained by several axioms (preferences, compulsoriness, integration,

demands, flexibility, standards). In the same manner, Dichter (1960) considered that buying decisions are made through emotions, fastidiousness, and fears unknown, and rarely decision is made through the product itself. So, the buying motivation in a period or another was not about the product characteristics but about inherent motivations. Nunko and Gursoy (2011) explained the influencing variables in travel behaviour as a completion of Sparks and Pan (2009) who analysed the travel predicted behaviour through attitudes regarding the information sources.

Schwartz discovered in 2004 that more than one option gives a plus of power in choosing. Actually, when there are less options it seems to be more satisfaction. This idea is about having fewer options before and being more satisfied or more options today and being less satisfied. Other important authors to be mentioned are Pride and Ferrell (1991), Dawkins (1990), or Kozak (2000), who's researches developed the tourist behaviour definitions through the importance of feelings, satisfaction and motivation.

Models of decision making are explained and compared in the same second chapter through concepts validated by authors like: Mathieson and Wall (1982), Gunn (1988), Moutinho (1987), Fakeye and Crompton (1991), Baloglu and McCleary (1999), Bettman (1979), Schmall (1977). Also, the second section relies on authors that sustain the importance of choice and its rationality within the decision making process: Bourdieu (2005), Kahneman (2002), Kahneman and Tversky (1984), or Bettman (1979).

The second chapter, dealing with cross-cultural behavioural patterns, combines theories of perception and image in the respect of nationality as a discriminant factor in a statistical analysis of travel behaviourism. Along with Richards (1991), or Pizam and Sussman (1995), other important author is Bonnemaïson (2005) affirming that "each culture has its own way of combining these factors and each ethnic group has its own culture. The ethno-geographic approach deals with the geography of a given culture, just as ethnology is the study of a given ethnic group. It investigates the representation of space in a given cultural system, including the role of land tenure, the type of relationship with the land, way finding methods, and practices to represent the geographic milieu and finally the role of space in the construction of cultural identity." (Mitchell et al., 2012:311). In the same manner, Mitchell (2012) sustained

that ethno-geography plays here an important role between „the cultural” and „the symbolic”. Slightly different, Prentice (1993) relied the study mainly on motivations and socio-demographic characteristics of the visitors.

This panel of academic literature it has been chosen because it contains several models of analyse important to be developed further. It also complies with the overall problem statement.

2.1.1. Literature on consumer behaviour

The comprehension of consumer’s behaviour, and of *tourist behaviour*, more specifically, is the main purpose of the tourism marketing activity. Although this domain of behaviour enjoys academic interest, its applicability is more important for planning and marketing.

Understanding the behavioural patterns, means knowing when is needed to interfere in the process to obtain the wanted results. Knowing who to target at a particular time with a particular product/service, and more importantly, comprehending how to persuade to choose certain products, means designing more effectively the particular needs and desires. An understanding of *consumer behaviour* is therefore crucial to make marketing activity more successful (Swarbrooke and Horner, 2007:3).

The study of *consumer behaviour* focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman and Kanuk, 1997:1).

The increasing complexity of economic life, has led to the need to know the mechanism of *human economic behaviour*, which becomes larger and more complex, which requires separate study of the two intrinsic components: human behaviour as the producer of goods and services and the *consumer's behaviour* (Stanciu, 2010:84).

Also, given the considerable diversification of supply, consumers are widely open to choose. On the other hand, increasing purchasing power, while raising the level of education and culture, it enables the buyer to satisfy several needs, more sophisticated and of higher

quality ones, aspects of which it is mandatory to consider the manufacturer, so that the consumer's desires are met (Stanciu, 2010:84).

Because of its multidisciplinary approach, the *consumer's behaviour* domain exerts influence and has applicability in two main, different fields: marketing strategies developed by the private sector and public policy designing, devised by the public sector authorities.

In the most important domain, the marketing strategies, *consumer behaviour* applies for better commercials. Taking the example of tourism, trips commercials are better received by consumers on holidays.

In this regard, Faison (1977:172) first defined the *consumer behaviour* as "*The assumption that people have series of needs which lead to drive state.*" Faison's description emphasises with the theory of psychological growth which leads to *perception* of well-being.

Regarding the factors that imposes certain *feelings* and attitudes, there had been released a definition by American Marketing Association (1995). Hence, consumer behaviour was defined as "*an interaction on the impression and perception, behaviour and common natural events that human beings direct their changes in their lives*".

Later, in reply to previous definition, Belch (1998) suggested that *consumer behaviour* must be analysed also as a mixture of psychological and personal factors. The author noted that consumer's behaviour represents "*the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires*" (Belch, 1998:252).

Satisfying needs and desires, related to *consumer behaviour*, were also taken into account by Solomon et al. (1995) and Schiffman et al. (2007). They argued that consumer behaviour is "*the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires*" (Solomon et al., 2006:6). Moreover, consumer behaviour represented later, "*the focus on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items*" (Schiffman et al., 2013:4).

Also, from the point of view of individual's or group's actions, Hawkins (2007:5) revealed that consumers behaviour represents "*the study of individuals, groups, or organizations and the*

processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society”.

Other definition related to individual and its actions was released by Engel et al. (1986:18). He noted about consumer behaviour as being an *“act of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts”.*

Connected to decision making process within the consumer behaviour activity, McColl et al. (1994:116) outlined the fact that it represents *“the actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions”.*

Nonetheless, one of the most comprehensive definitions of the consumer behaviour was given by Kotler (1994). He marked about the consumer behaviour as being the study of *how people buy, what they buy, when they buy and why they buy.*

Concluding the above definitions into a chronological line, will reveal also the evolvement of scientific literature in different eras.

The definitions from present some notorious opinions regarding the consumer’s behaviour in general. Similar interpretations were observed between authors that define consumer’s behaviour through *needs* (Faison, 1977; Solomon et al., 1995; Schiffman et al., 2013, Hawkins, 2007). Related to Solomon’s point of view, that implies the buying process in exemplifying the behaviour, Kotler (1994) and Belch (1998) highlights the buying phases and *motifs*. Other interesting opinions belong to Engel (1986) and McColl (1994). The authors illustrates the decision making process in the activity of buying goods or services and how this activity change the behaviour. Somehow different conceptions, or exposed in different manners, are the theories of Mâlcomete (1979), and Pride and Ferrell (1991) and even the theory promoted by American Marketing Association (1995). Each mentioned author defines the consumer’s behaviour through the reactions to *stimuli*, through *feelings* about the buying activity and respectively through the impressions and perceptions regarding the buying process.

Table 1

General definitions of Consumers Behaviour (by author and year)

Author (year)	Definition
Faison, E. W. (1977)	The assumption that people have series of needs which lead to drive state.
Mâlcomete (1979)	A series of reactions by which the individual responds to external stimuli.
Engel, et al. (1986)	Those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts.
Pride and Ferrell (1991)	An attitude that implies to knowledge and positive or negative feelings about an activity or object.
McColl et al (1994)	The actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions.
Kotler (1994)	The study of how people buy, what they buy, when they buy and why they buy.
Solomon et al. (1995)	The study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.
American Marketing Association (1995)	An interaction on the impression and perception, behaviour and common natural events that human beings direct their changes in their lives.
Belch (1998)	The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.
Hawkins (2007)	The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
Schiffman et al. (2013)	The behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items.

Source: Own elaboration based on the cited authors

Studying the importance of the consumer behaviour, and especially on the tourism sector, by main authors, has advantages. Among all, this subject has a relevant contribution upon own *personal* development, helping to be better or more rational consumers. For

example, pricing and discounting methods suggest that buying one single trip means paying a single price. In case of buying a package, or tickets for the entire family (three persons, for example), the paid price will be higher, logically. Finally, if calculating price per person, results the fact that buying a single ticket separately from 'family offer' means paying a higher price. In other words, discovering how to calculate real prices before taking a buying decision will make ones a better consumer, firstly.

Beside personal advantages, consumer behaviour study is also important for *marketers*. The way that consumers choose to buy different services (or goods) to satisfy their needs (e.g., need for relaxation or culture can be satisfied with a trip), becomes a concern for all 'stimuli' sellers. Influencing buyer's decision is also an art of selling and of course of image formation. In this regard, Assael (1987), in defining the types of consumer behaviour, divided the *stimuli* into four categories: routine stimuli, limited solving, impulsive or extensive decision. By this conception, the behaviour represented a response to such stimuli, subsequent in influencing the consumer.

Also, by 1979, Mâlcomete et al. defined *consumer behaviour* related to *stimuli* reactions. Thus, the behaviour is defined like a series of reactions by which the individual responds to external stimuli. Also, the author mentioned that from the psychological point of view, *consumer behaviour* designates what is objectively observable in the global response of the individual, regardless of what he/she declares, his/her psychological thoughts and attitudes. From the sociological point of view, *consumer behaviour* becomes the subject activity in a given social situation.

Same *behaviour of consumers* in response to *stimuli* was also analysed by Pride and Ferrell (1991). They also noted about consumers behaviour as being an attitude that implies to knowledge and positive or negative feelings about an activity or object.

In the same manner, Woods et al (2002:22), decided to highlight the human perception analysing process through the *stimulus* data as a "*grouping a large number of picture elements into a small number of seen objects and their parts*". In this situation, *perception* relates with a set of internal actions: choice, reduction or exclusion.

Behaviour related to *perception* through *stimuli* was analysed also by Dubois and Jolibert (2007). They noted about the selective perception in *buying behaviour* as being the choice for operating individual stimuli and interpreting only those which are imposed by the quality (intensity difference) and those that correspond to a state of internal imbalance.

In the process of determining models of *behaviour*, the segmentation process allows to define several *types of consumer behavioural patterns*. Among all, an interesting segmentation was made by Assael (1987:87). The author argued that the personal consumer's involvement in the buying process, correlated with product brand characteristics could define the four main types of behaviour. First, is the complex buying behaviour, divided into two types: the highly involved buyer and the expensive branding with significant brand differences. Second type, is the reducing dissonance behaviour. Having small brand differences, the product purchased produces deep involvement from the buyer's part. Third type is the ordinary purchasing behaviour. The product purchased has small differences in brands and produces a low involvement of the consumer. Last category is the vanity buying behaviour. Buying involvement is lower than in ordinary purchase behaviour, because of the rapidly changing brands.

All types of behaviour defined by Assael (1987) represent a kind of response to *stimuli*, a type of behaviour subsequent to influencing the consumer's *perception*. Such stimuli he divided into: routine stimuli, limited solving, impulsive or extensive decision.

Perception and imaginary are subject to influence. Selective influence is subject to *mental machinery*. In one's mind, it is easy to pay attention to searched information. In other words, on a tourism and travel presentation it is easy to identify the characteristics of a destination seen or heard. This is called selective perception and is subject to own personal image formation.

In the same respect, Simon (1959:253) argued about the power of *mental machinery*. In his opinion, "*perception is a resemblance of reality*". Hence, mental imaginary admits only a part of the existing reality.

Thus, Bugelski and Alampay (1961) cited by Jones (2005:10) concluded that "*perception depends not only on the objective qualities of an object or event, but also on the condition or situation in which the object is found*".

In other words, it can be relatively easy to choose a vacation for oneself but it can be difficult to make a decision for someone else. Although any decision is subject to risky choices, the perceived risk is higher when it comes to value other person's interest, segmenting own lifestyle.

"Under ordinary circumstances, perception operates relatively effortlessly. If the clarity of the information presented is diminished in some way, however, recognition takes longer" (Bruner and Potter, 1964:424). A number of studies suggest that if a subject is initially exposed to a blurred or otherwise diminished image that he cannot recognize, subsequent recognition of the image in clearer form is substantially delayed. These studies reflect a fourth fundamental characteristic of human perception: the initial exposure to blurred or ambiguous stimuli interferes with accurate perception even after more and better information becomes available" (Heuer, 1999:37).

Regarding the *perception*, in the tourism sector, Pearce (2005:9) noted that there are several critical dimensions between tourist behaviour and consumer behaviour. One such major difference lies in the extend phases that surround tourist activities. Clawson and Knetsch (1966) identified such phases: (1) anticipation or pre-purchase, (2) a travel to the site segment, (3) an on-site experience, (4) a return travel component and, (5) an extended recall and recollection stage.

Perception is in the approximation of reality. Looking at a monument, from the distance, the monument appears as small. Getting closer, the monument begins to take its real shape. This is physical perception. But, another kind of perception, the mental one, refers to the image already formed about a place or a monument. At the moment of arriving in a certain place, a new image will be perceived, thus, a *model of behaviour* will be formed.

2.1.2. Literature on tourism behaviour

Intent in defining *consumer* behaviour in *tourism* was made by Horner and Swarbrooke (1996:6), as being *"the study of why people buy the product they do, and how they make their decision"*.

The most important attribute in defining *tourism behaviour* is for developing tourism products and for supplying gaps in tourism market. Hence, understanding *tourist behaviour* represents interest not only for academics but most of all for nowadays entrepreneurs and *tourism professionals*.

Thus, Slabbert and van Vuuren (2011:296) noted that “by having adequate knowledge and understanding of *tourist behaviour*, strategies and policies can be developed and implemented to increase the *demand* for tourism (March and Woodside, 2005; Law et al., 2004; Papatheodorou, 2006)”.

Because tourism is, by its nature, more a *service* than a product, and there is no “official definition” of the ‘*tourist behaviour*’, Kotler and Armstrong (2004:248) defined the *service* as a *behavioural* activity or “benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything”.

The different approaches related to consumer behaviour in the tourism industry generated several academic views. One of the authors that tried to determine the limits in defining the *tourist behaviour* was Moutinho (1987 and 1993). The author stated that the *behaviour* of the traveller may be defined only through analyse of the social and psychological influences.

On the other hand, *travel behaviour* may be defined as the study of what people do regarding two components: *time and space*. First such approach was inducted by Liepmann (1945). Later, Hagerstrand (1970) developed an analysis of travel behaviour named *time-space prism*.

An approach related to time and *space* was released by Lieper (1997). He noted that travel behaviour represents *the activity of persons travelling away from their normal places to other unusual place*” (Choibamroong, 2006:6). Same kind of definition was given by Ogilvie (1933), as “*the behaviour of some persons on a temporary trip, away from home and who spends money outside their place of residence*” (Sharma, 2005:152).

Later, Clawson and Knetsch (1966) defined tourist behaviour in the extend phases that surround tourist activities. Cooper (1981) also noted in the definition of tourist behaviour about the tourists activities. Hence, approaches of the mentioned authors to the study of tourist

behaviour have focused mainly on two main themes, namely, general tourist activities and more detailed analysis based on tourist *time-budgets*.

However, the authors who linked consumer behaviour and tourism were Dimanche and Havitz (1995). They reviewed four concepts in an attempt to methodologically advance consumer behaviour in tourism studies: ego-involvement, loyalty and commitment, family decision-making and novelty-seeking. The inter-correlated stages and concepts that cannot always be analysed separately, included into a continuous *process* were also mentioned by Mill and Morrison (2002). A lack of comprehensive reviews is not only due to the extensive breadth of the topic area itself, but also because travel behaviour is generally considered as a continuous process that includes varied yet inter-correlated stages and concepts that cannot always be analysed separately (Cohen et al., 2014:872).

Table 2

General approaches of Travel Consumer Behaviour (by author and year)

Author (year)	Definition
Ogilvie (1933)	The behaviour of some persons on a temporary trip, away from home and who spends money outside their place of residence.
Clawson and Knetsch (1966)	Defined tourist behaviour in the extend phases that surround tourist activities.
Cooper (1981)	Approaches to the study of tourist behaviour have focused on two main themes, namely, general tourist activities and more detailed analysis based on tourist time-budgets.
Moutinho (1993)	Reviews the social and psychological influences on individual travel behaviour with the aim of developing a model of tourist behaviour.
Dimanche and Havitz (1995)	Reviewed four concepts in an attempt to methodologically advance consumer behaviour in tourism studies (ego-involvement, loyalty and commitment, family decision-making and novelty-seeking).
Leiper (1997)	The activity of persons travelling away from their normal places to other unusual places.
Mill and Morrison (2002)	A continuous process that includes varied yet inter-correlated stages and concepts that cannot always be analysed separately.

Source: Own elaboration based on selected authors

Concluding with Table 2, the *tourist consumer behaviour* represents an attitude driven by a type of person, namely tourist (Lanquar, 1981) on a temporary trip (Ogilvie, 1933), away from their normal places (Leiper, 1997), that are involved in a tourism activity (Clawson and

Knetsch, 1966) based on tourist time-budgets (Cooper, 1981). This behaviour is subject of influence under social and psychological variables (Moutinho, 1993) that include inter-correlated stages of analyse (Mill and Morrison, 2002).

The need not to overstate the role of *tourist behaviour* is also brought out by the systems-style diagrams. For Gunn (1994), and Farrell and Twining-Ward (2004), in particular, there is a range of forces operating outside the core tourism system that are described as silent overarching contexts for the operation of tourism. Tourist behaviour matters, but it is a link and a force in understanding tourism; it is not always going to be what matters most in solving tourism problems or developing tourism in a region (Pearce, 2005:9).

Factors that influence consumer's behaviour may be found also on different models of *behaviour*. Schmoll (1977) "developed a model which hypothesized that consumer decisions were a result of four elements as follows: travel stimuli, including guide books, reports from other travellers and advertising and promotion; personal and social determinants of travel behaviour including motivators, desires and expectations; external variables, including destination images, confidence in travel trade intermediaries and constraints such as cost and time; characteristics and features of the service destination such as the perceived link between cost and value and the range of attractions and amenities offered" (Horner and Swarbrooke, 1996:49).

Trying to define the travel behaviour and to construct an image linked to reality of the tourist, Pride and Ferrell (1991:70) defined four *types of behaviour*.

First, the *routine* response behaviour is when the consumer practices it frequently to purchase items with low cost and power consumption, for not spending too much time and effort to select a brand or product. Second, the *boundary* decision happens when buying a product occasionally needs time retrieval moderate and deliberation. Third, the *extensive* decision is when buying unfamiliar expensive products, so that a complex decision is required. In such cases, several criteria for evaluating various potential alternatives, are being used, that requires a longer time. Forth, the *impulsive* buying behaviour is caused by a strong and consistent stimulus to buy something immediately. For some individuals such a purchasing behaviour is dominant, although it often causes emotional conflicts.

Another classification, by Schiffman et. al (2012) revealed the existence of two *types* of touristic consumers: the personal consumer, who refers to an individual person, consuming small amount of goods and services; and the organisational consumer, which refers to companies, institutions or organisations, and may consume larger quantities of goods and services.

In the same manner, Lanquar (1981) defined the tourism behaviour through four *models* of touristic behaviour: the sedentary-solitary tourist, the sedentary-mobile tourist, the itinerant tourist, and the nomadic tourist.

The sedentary-solitary type of tourist define itself through low income, hence low standard accommodation that loves seaside tourism and types of vacation that does not affect its conservative way of living.

The sedentary-mobile tourist has medium incomes and is aged between 30 and 50 years old. He/she usually likes to travel for leisure but also like to combines his/her trip with some cultural activities.

The itinerant tourist has high income possibilities, hence he has more possibilities to travel and integrate itself into social and cultural life of the destination. He/she likes to travel quickly and explore all sights available. He/she also experiments cultural tourism, gastronomically tourism and most of all stories of the community and traditional beliefs.

The nomadic tourist is more attached to nature travel and prefers hostels or even tent accommodation. He/she travels individually or in small groups and acts itself like an autodidact.

To sum up, the behaviourism in general may represent a wonderful trip inside the brain of the buyer. The analyse of *tourist's behaviour* in particular comes with a lot of variables, depending on several *factors*, beginning with the type of tourist analysed (nationality, appurtenances, etc) and ending with the type of analyser/profiler. It takes years of practical studies and academic research to may conclude about a behaviour which could reveal motivations, perceptions, previous experiences, and other variables. In marketing area, travel or tourist behaviour is usually translated through consumer behaviour, being separated only by travel behavioural factors of analyse (travel party, planning horizon, purpose of the trip, travel style, activities preferences, etc.). There are also exceptions regarding the intent of defining

touristic behaviour, like: Moutinho (1993), Dimanche and Havitz (1995), Mill and Morrison (2002) and Riley et al. (2001).

In defining consumers' behaviour, respectively tourists' behaviour it is necessary defining first *models* and variables of behaviour, and second revealing motivations and perceptions. Within the decision making process there are several academic models in defining consumer's behaviour, and tourist's behaviour, also (see Table 3).

Table 3

A list of authors who defined Consumers behavioural models and Tourists behavioural models – by time

<i>Consumer's behavioural models</i>	<i>Tourist's behavioural models</i>
Anderson (1965)	Schmoll (1977)
Nicosia (1966)	Mathieson and Wall (1982)
Engel-Kollat-Blackwell (1968)	Sirgy and Tyagi (1986)
Howard-Sheth (1969)	Moutinho (1987)
Bettman (1979)	Woodside (1989)
Sheth et al. (1991)	Um-Crompton (1990)
Gilbert (1991)	Goodall (1992)
Middleton (1994)	Sigry and Grewal (1997)
Solomon (1996)	Sönmez (1998)

Source: Own elaboration based on selected authors

At present, in all the works of marketing specialists, it can be found, even if under different formulations, five *stages* (phases, moments) that must be followed to define a behaviour: identify the unmet need, search process for information, evaluating the alternatives, finding an alternative choice, post-purchase behaviour (Stanciu, 2010).

Identify unmet needs is the first phase of the purchasing decision, when the consumer notifies the existence a perceptible difference (large enough) between how they have met a need and how they would meet that need, so that there is a difference between the current state and the desired state.

Searching for information and identifying alternatives is the next step of recognizing the existence of unmet needs. Usually, if the reason is strong enough and the object is to satisfy the need, the buyer will be tempted to buy it immediately. If motivation is low, the consumer need

for storing in memory, it will be reactivated when the information acquired will enable delineation of alternatives to satisfy them.

Evaluation of alternatives, possible solutions, and the search result information represents influence factors of purchase decision. Set of alternatives that the consumer evaluated mentally, filtering the information acquired through the own structure of values and beliefs. Reaction to the information gained may be different; because they can be integrated by the consumer as well as they may be distorted or simply ignored.

Alternative choice and decision are the result of the evaluation and are reflected in the actual purchase. Evaluation of alternatives leads to either choosing one of them, or to rejecting and returning to the previous phase to search for additional information and resumption.

After the purchase was made, the consumer will evaluate the extent to which the decision was good or not. If the purchased product or service performance live up to the expectations, the consumer will be satisfied and the information it has accumulated stored in memory for use in future decision making.

If they are dissatisfied then there will be restlessness, known as cognitive dissonance. This condition is almost inevitable, as a rule, the alternative chosen by the consumer has some minuses, while the rejected alternatives have some pluses. The smaller is the gap between expectations and performance, the greater is the dissatisfaction of the consumer.

Stanciu (2010:16) identified several other *phases* in the buying decision process: (a) The appearance of unmet need is the expression of specific situations in which there are elements subjected to processing and services: people, goods and information; (b) Search for information and identifying variants are customized by the amount and nature of information considered. Intangibility of services requires appealing to more comprehensive and higher quality information; (c) Mental evaluation of different information perceived. Also "possibilities evoked set" is more limited. As it is known, the possibility is expressed by the brand evoked, considered in the evaluation phase; (d) Decision rules are applied differentially, depending on consumer services category; (e) The purchase and consumption of the service; (f) Post purchase evaluation results in a certain cognitive dissonance.

Gunn (1988) explained in researches the main *steps* of image travel formation through experience. By author's opinion, the perception about a certain travel destination is being influenced by the different phases that a traveller passes through. The perception goes from mental imaginary about a certain destination, gets to the 'present moment', the moment when the destination is observed in its full details, and finally arrives to the image modifying stage.

As Gunn described them, the steps are the following: "accumulation of mental images about vacation experiences, modification of those images by further information, decision to take a vacation trip, travel to the destination, participation at the destination, return home, modification of images based on the vacation experience" (Fakeye and Crompton, 1991:2).

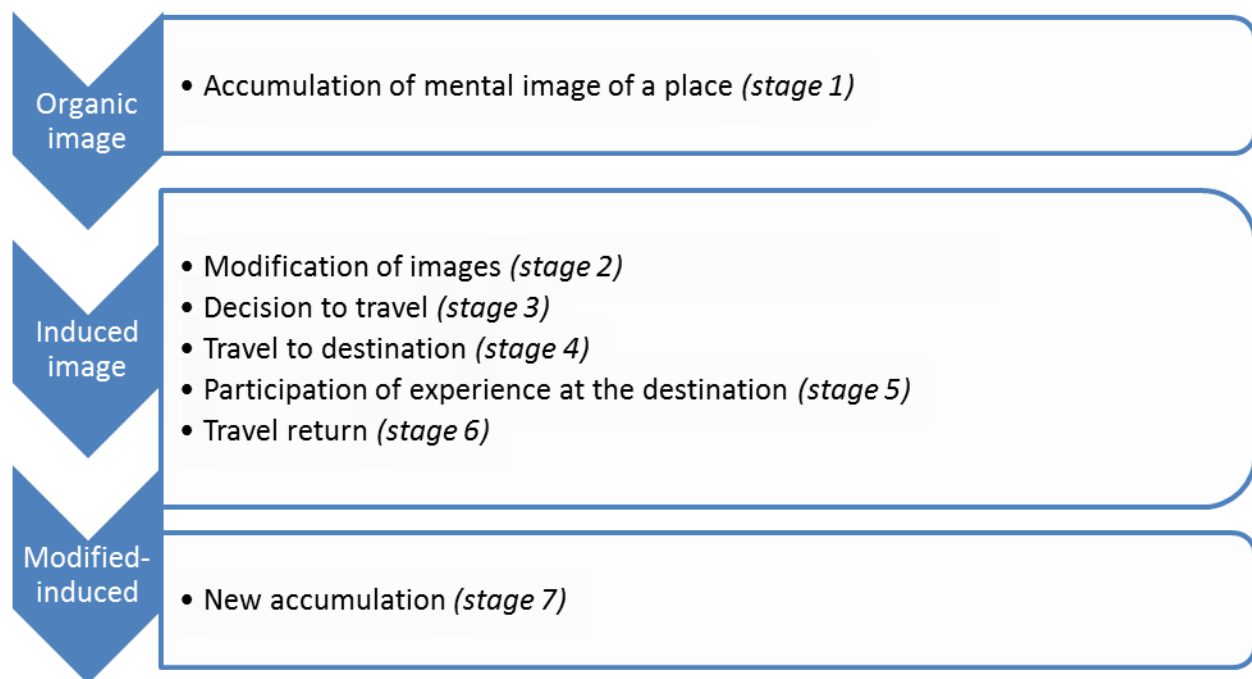


Figure 4 - Seven-stage model of a tourism experience

Source: Gunn (1972)

The model from Figure 4 reveals the fact that *image and perception* about a destination may differ in different moments analysed. Same, perception may differ also between non-visitors, visitors and returning travellers.

Accumulation of mental images of a place belongs to the organic image approach. In this stage, the buyer/tourist searches on the touristic market place certain attributes of a

vacation, only by its own opinion, formulated by itself, from internet, newspapers, pictures and images that may, or may not represent a real touristic offer or even reality about a destination. Thus, organic image approach categorizes best this stage.

Induced image approach appears along with the *modification of images*, together with the *decision to travel* and with *travel to destination* stages. Thus, in the second stage, modification of images, the consumer/tourist passes through the first phase of modification of perception. By using conscious effort, he/she develops a change in his past perceived images. This phenomenon is determined through travel information offices, travel brochures or touristic guides.

The *decision to travel* involves wanting and liking actions. In other words, after the tourist has an image (organic) about what he/she wants, the expectations complies with perceived images, or even better, then it may be taken the decision to travel. This action may also be restricted by some factors or variables (income, period, offer, etc.).

The *travel to destination* stage involves an active participation in the new, and more accurate, image formation. The tourist is in the point when he/she starts to modify some of the perceptions.

Different activities undertaken within the trip, situates the subject into a spot that lies before and after the experience, between modification and inducing. This stage is called *participation of experience at the destination* and complies with the modified-induced image approach.

Travel return and new accumulation represents self-evaluation and conscious reflections about the past experience. In this stage, the tourist shares the experience and may become a “source of information for other potential visitors, which will be based on their experience at the destination” (Balogru and McCleary, 1999; Beerli and Martin, 2004).

In other words, Gunn’s description may be translated, or summarized into the three main phases of the purchase behaviour: pre-purchase, purchase process, post-purchase.

The importance of this seven-stage model consists in the dynamism of changing perceptions, tourism image management being one of the most important factors in decision making process. Academic literature recognizes the need to manage tourism image, as it is one

of the most important *factors* that influences the decision making process of tourists that choose a destination to spend their holidays (Gartner, 1993; Govers and Go, 2004).

Later, by 1988, Gunn reconsidered the 1972 model, reordered the figure, and modified some stage names. Hence, the seven-stage model of tourism experience, become: (i) accumulation of mental images, about a vacation experience; (ii) modification of images through the use of additional information; (iii) decision to take a vacation trip; (iv) travel to chosen destination; (v) immersion in the destination/ participation in activities; (vi) return home; (vii) modification of images after the experience.

Motivation, cognition and learning represent important *factors* that influence perception and purchase behaviour. With regard to these factors, Moutinho (1987) has elaborated a diagram that illustrates the influences on decision making process (see Figure 5).

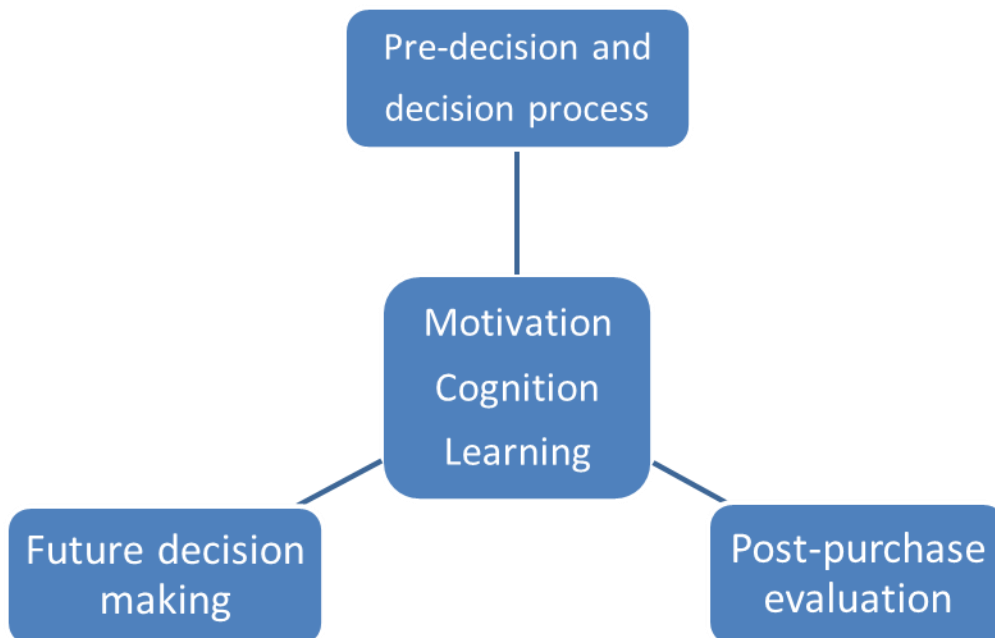


Figure 5 - Purchase process
Source: Moutinho (1987)

The factors that influence destination's image are illustrated in Figure 6, in the way in which a destination image is formed: as a result of the action of personal factors and stimulus factors (Baloglu and McCleary 1999).



Figure 6 - Factors that influence destination's image

Source: Baloglu and McCleary (1999)

The *perception* is influenced by image formation agents. Perner (2010:1) identified several factors: exposure, interpretation, relevance, and repetition. *Exposure* involves the extent to which a stimulus factor is found. Most exposure types are randomly selected by the attention. An example is random commercials that seen on own way for other activity (viewing a travel advertisement while waiting in line). In this case, attention is an important part of the influencing activity. *Interpretation* involves making sense out of the stimulus. For example, when seeing a pair of clogs (Holland's traditional shoes), it can easily this image be attach to Holland. *Weber's Law* suggests that consumers' ability to detect changes in stimulus intensity appear to be strongly related to the intensity of that stimulus to begin with. Another important factor is *relevance*. Consumers, when they have a choice, are also more likely to attend to *pleasant* stimuli (but when the consumer can't escape, very unpleasant stimuli are also likely to get attention—thus, many very irritating advertisements are remarkably effective). Last factor is *repetition*. Consumers often do not give much attention to a stimulus encountered just once —particularly to a low priority one such as an advertisement—, but, if it is seen over and over again, the cumulative impact will be greater.

At the beginning, it is important to illustrate the first components that define the essence of *tourist buying behaviour*. Motivation, which represents desired effects, and actually perceived effects, that are congruent. The channel of communication can be easily determined after properly targeting clients. Understanding their needs and motifs will help decision-makers

to create a marketing strategy and an image formation that can be controlled by decision makers (Rehmet and Dinnie, 2013, 31).

In Figure 7 it can be seen the model of image formation of a touristic destination proposed by Fakeye and Crompton (1991).

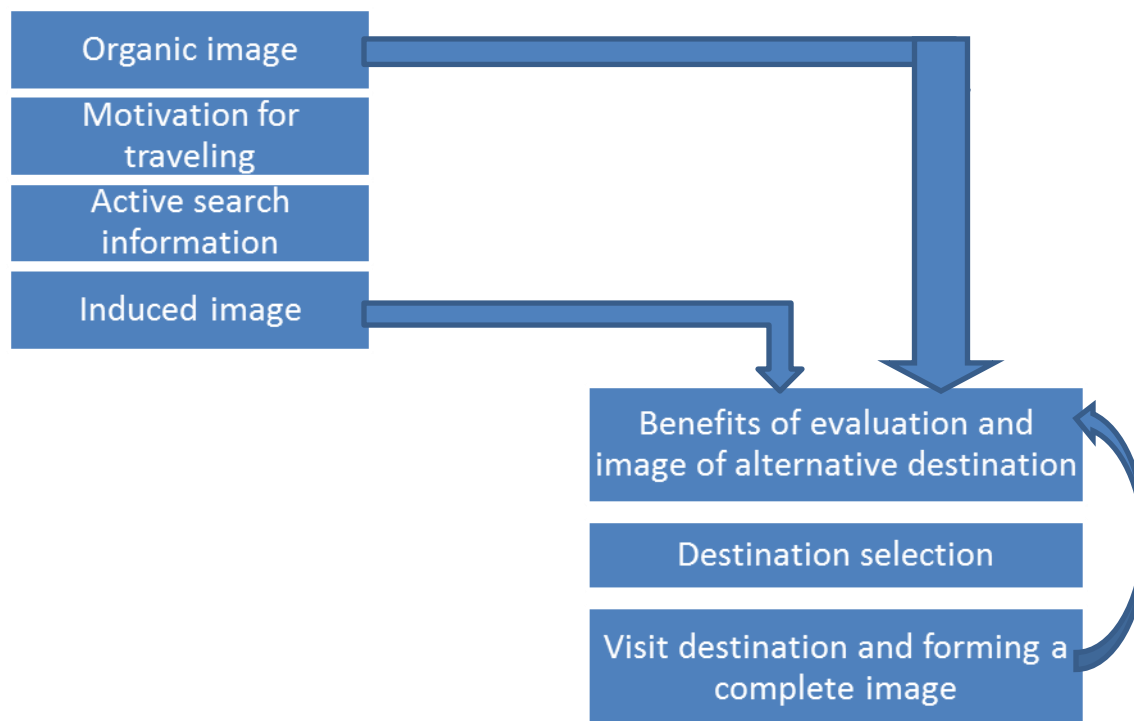


Figure 7 - Model of image formation of a touristic destination
Source: Fakeye and Crompton (1991).

After completing the steps involved in forming the *image*, an analysis of the different variables involved in such actions is performed. This is part of a general framework that contains the set of factors that contribute to the imaging of destination and, later, examines each of the variables individually (Gutiérrez, 2005).

Perner (2010:1) identified two types of multi-dimensional *scaling*: a priori and similarity rating. “In the *a priori* approach, market researchers identify dimensions of interest and then ask consumers about their perceptions on each dimension, for each brand. This is useful when (i) the market researcher knows which dimensions are of interest and (ii) the customer’s perception on each dimension is relatively clear (as opposed to being “made up” on the spot to

be able to give the researcher a desired answer). In the *similarity rating* approach, respondents are not asked about their perceptions of brands on any specific dimensions”.

In the case of a travel and tourism example, the a priori approach is useful especially in targeting dimensions and consumer perception. For the similarity approach, the consumers are asked for a feedback under positioning. The perception is based on frugal human interpretation, to reveal similarities and differences between destinations.

According to these facts, an interesting formula is described by Woodside and Lysonski (1989).

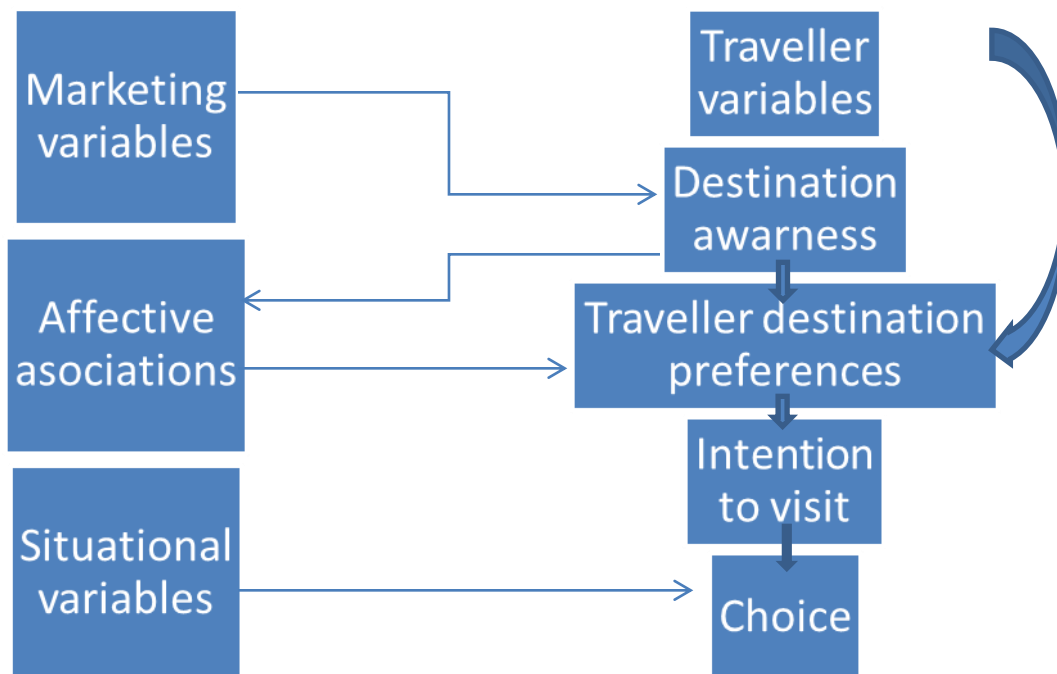


Figure 8 - General model of traveller leisure destination awareness and choice
Source: Woodside and Lysonski, 1989

In *Figure 8 - General model of traveller leisure destination awareness and choice*, the authors illustrated a model of choosing a touristic destination through attributes based on *internal and external influences*. Personal views like past travel experience, age, and life-style or the personal value system forms the internal influences on image. The external ones are referred to here as marketing variables: product design, price policy, publicity, distribution

channel. Other variables associated with the influences mentioned are resumed by information on future destination, preferences, intentions, affections and one given situation.

Distinctive characteristics like landscapes or monuments may influence social imagery. The potential buyer is dominated by own socioeconomic or cultural characteristics. All these influences may have consequences on the social imagery involving the choosing decision. In this case, segmentation represents an important part of the stereotyping process. To conclude, a social image is made of *self-beliefs* and the induced image formula.

According to the self-image/product-image *congruity model* (see

Figure 9), “a consumer's specific value-laden self-image belief interacts with a corresponding value-laden product-image perception in terms of the typical user image in a product purchase. In addition to evaluating a destination by focusing on the symbolic (person-like) attributes of the destination, tourists may also evaluate destinations based on the destination’s functional or utilitarian attributes. The match between the destination’s level of a utilitarian attribute and the tourist’s expectation of that attribute is referred to as functional congruity – may also affect destination travel and may be related to self-congruity” (Abdallat and El-Emam, 2001:32).

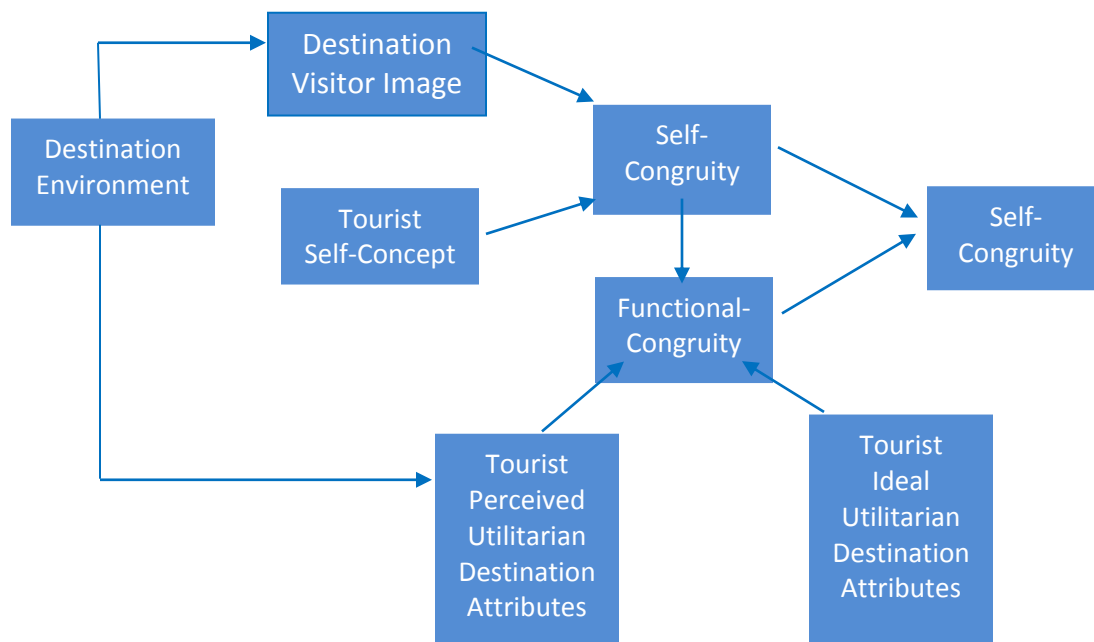


Figure 9 - Integrated Model of Self-Congruity and Functional Congruity

Source: Sirgy and Grewal (1997)

According to the theory of integrated model of *self-congruity* and functional congruity in explaining and predicting travel behaviour, "*satisfaction is a function of evaluative congruity, which is a cognitive matching process in which a perception is compared to evoke referent cognition for the purpose of evaluating a stimulus object/action*" (Perner, 2010:2).

"First, a "*positive self-image congruity,*" occurs when there exists a state of positive self-congruity (a low discrepancy between one's actual self-image and the product image) and a state of positive ideal self-congruity (a low discrepancy between one's ideal self-image and the product image). Second, a "*positive self-image incongruity*" condition occurs when there exists a state of negative self-congruity (a high discrepancy between one's actual self-image and the product image), but a state of positive ideal self-congruity (low discrepancy between one's ideal self-image and the product image). Third, a "*negative self-image incongruity*" condition is the opposite of the "positive self-image incongruity" condition. Finally, "negative self-image congruity" occurs when there exists negative self-congruity (high discrepancy between one's actual self-image and the product image,) as well as negative ideal congruity (high discrepancy between his/her ideal self-image and the product image)" (Abdallat and El-Emam, 2001:29).

In

Figure 9 - Integrated Model of Self-Congruity and Functional Congruity it can be observed the influence on destination image by factors like self-concept and self-congruity. Travel behaviour is in this case, made by an infusion of *environment*, destination, and tourist and perceived and ideal *attributes*.

On the other hand, Schmoll (1977) built a model on the Howard and Seth (1969) and Nicosia (1966) models of consumer behaviour. Schmoll's model was based upon the following *premises*: (i) the decision process and its eventual outcome are influenced by four sets of variables: consumer goals, travel opportunities, communications effort, and intervening or independent variables; (ii) It is possible to identify these sets of variables and their individual components; (iii) the eventual decision is in fact the result of a distinct process involving several successive stages or phases (Pizam and Mansfeld, 2000:19). By Schmoll's model there are 4 *phases* in the buying process: travel stimuli, external variables, social and personal determinants, and features of service distribution. This model presents complexity, in the first

three stages, being more accurate in description. The gap in Schmoll's model is in the post-purchase process, neglecting the immersion and new accumulation of experience. Nevertheless, Schmoll's model presents importance regarding the *influencing factors* of travel behaviour.

Other opinion belonging to Bettman's (1979) information processing model of consumer choice and "*describes the consumer as possessing a limited capacity for processing the available information in seven major stages*": (1) processing capacity, where consumers are not interested in complex computations and extensive information processing; (2) motivation; influences the consumer's choice for decision-making and the direction in which he decides to choose. This mechanism suggests that the consumers have personal past experience in a specific area of the market and they don't need to go through the same stages every time in order to make a decision; (3) attention and perceptual encoding, with two categories of attention existing: the voluntary kind of attention and the involuntary type, that represents an automatic response; (4) information acquisition and evaluation. In this stage, the consumer has the impression of inadequate information and logically he should try searching for more information from external sources; (5) memory; in this component the consumer keeps in the memory the amount of information accumulated, placed first in line when a new informational process must begin; (6) decision process, dealing with the application of heuristics applied in selection and evaluation process. The so-called rules of thumb that the consumer makes use of it are influenced by both individual factors (e.g., personality differences) and situational factors (e.g., urgency of the decision); (7) consumption and the process of learning, as a post-purchase phase, where the consumer is to gain more experience. This last stage takes place after evaluating other alternatives of choices (Abdallat and El-Emam, 2010:13).

Bettman's processing model of *consumer's choice* may be summarized, as follows: (1) processing information, (2) motivation in choosing, (3) attention and perception, (4) information and evaluation, (5) memory/ remembering, (6) decision process, (7) consumption and learning. Bettman gives more importance to the first phase of the decision-making process, highlighting the importance of information, memory, evaluation and perception, than to the second phase of the process. It is important thus, to underline that induced images are valued

by Bettman through *psychological variables* (motivation, attention, perception, memory) than through tangible variables (newspapers, internet, guides, brochures) (Gunn, 1988). Also, last mentioned variable from Bettman, '*learning*' factor it is important to be mentioned in a future research, because through the phenomenon of (auto-) suggestion, the ex-traveller not only he becomes a promoter but he will implement better the new accumulated impressions.

In the same respect with the *psychological variables*, Mathieson and Wall (1982) suggested a linear five-stage model of travel buying behaviour.

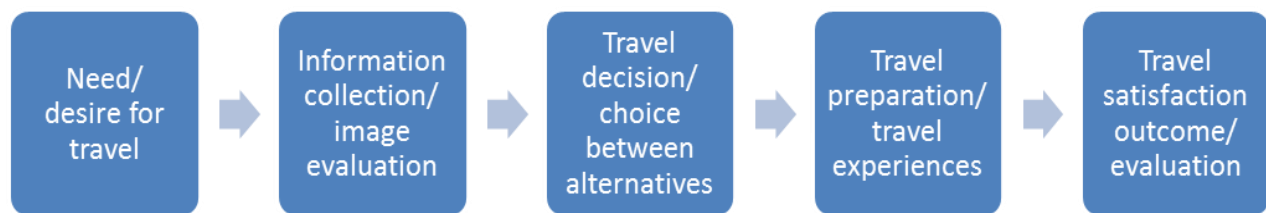


Figure 10 - Model of Travel-Buying Behaviour
Source: Mathieson and Wall (1982)

According to the model from *Figure 10 - Model of Travel-Buying Behaviour*, which may seem the most complete, the decision of buying a tourism product starts with the desire of travelling. The stage of 'information and evaluation' may be attached to induced image (Gunn, 1988). The third stage, 'the travel decision', represents also a choice between presented alternatives. This situation implies the fact that the consumer has more than one single offer to choose from. Travel preparation and travel experiences represent the fourth stage of Mathieson and Wall model and may imply the travel to destination procedure and travel activity participation. It also may suggest the activity of preparing a certain vacation (e.g. taking time off from the job, making baggage, changing money for local currency, or even taking care on whom to stay with the children or pets). That is why this stage must be considered as important to be mentioned within a new potential model of travel buying behaviour.

Alike in tourism area, this model evaluates also the new accumulation on information gathered through experience. The novelty that brings this model refers to identifying the need for a certain service/ product in order for a further decision to be taken.

In the same manner, Kotler revealed by 1999, five stages of decision process: need recognition, information search (personal sources, commercial sources, and public sources), evaluation of alternatives (brand image of self); purchase decision (attitude of other, unexpected situation), post purchase behaviour (cognitive dissonance) (Choibamroong, 2006:6).

It should be noted that the purchase of a product often does not cause the same behaviour in terms of decision making. In some cases, individuals are engaged in extensive first time decision making when purchasing a certain type of product, but a decision boundary is sufficient when buying the product a second time (Stanciu, 2010). The decision making process must comply with different stages.

Summarizing the findings upon the *models of a tourism* presented above, one complete model of behaviour, which would lead to decision, would have the following stages: the need (Gunn, 1988), the travel preparation (Mathieson and Wall, 1982), the features of service distribution (Schmoll, 1977), and the learning process (Bettman, 1979).

2.2. Literature on Decision-Making

Decisions in life are so-called '*should vs. want*'. It is not that people don't know what they should be doing; they simply behave in a seemingly irrational manner when faced with a tempting consumption opportunity. Researchers have proposed numerous theoretical accounts to explain such behaviour. One such account is the *Dual Processing Model*, exemplified by the work of Thaler and Shefrin (1980): '*the planner*' and '*the doer*.' In Thaler and Shefrin's model, the planner controls the doer's desire through willpower. Several streams of research in cognitive and social psychology draw contrasts between automatic (implicit) and controlled (explicit or deliberative) processes of decision making. The former is typically assumed to occur outside of the bounds of awareness, while the latter can be consciously modified. The automatic system effortlessly processes salient cues, while the controlled (rule-based) system is conscious and effortful. Rules can control impulsive behaviour (such as eating too much chocolate or spending too much) by indicting guilt, remorse, or a loss of faith in oneself when

rules are violated. Psychologists also discuss two *stages of decision making*: pre-decision deliberation and post-decision implementation (Soman et al., 2010:101).

Taking the travel and tourism example, a person who wishes to buy a trip *should* choose one according to the needs and buying possibilities. Instead, he *wants* to buy another trip that seems more interesting but does not comply with the budget. He could buy that wanted trip through a vacation credit card and pay for it for one or two years. So, the *planner*' comes to the agency with some trip characteristics that he needs to buy, but ,the *doer*' invites him to buy something else. Such kind of behaviour is called *impulsive* behaviour. In case a person needs a big sum of money sometimes after that expensive trip is paid and over, he could feel guilt or remorse, because of the helplessness of not covering the needs/expenses. Also, such kind of impulsive behaviour may be found as irrational behaviour, in the stage of post-decision implementation.

A *decision point* can be defined as a moment of pause in decision deliberation process. Thus, the following interventions may be created: "inserting transaction costs (which works on the premise that requiring individuals to take a positive action makes them deliberate on the consumption decision); providing reminders or information (which works on the premise that drawing attention to a neglected activity can provide the impetus to get it done with); creating interruptions to the consumption activity (which works on the premise that the interruption allows the individual to pause and think)" (Soman et al., 2010:101).

Important *factors that influence behaviour* in decision making process were identified by different authors, among them being (see Figure 11):

A. Personal variables: social (A1), demographical (A2) and cultural (A3) factors (Boier, 1994; Dubois, 2007; Stanciu, 2010; Kotler, 1999; Perner, 2010; Hofstede, 2002);

B. Psychological factors, as the perceived need of travel (Gunn, 1972; Smith, 1977; and King and Hyde, 1991) or simply perception (B1), attitudes (B2) and motivations (B3);

C. Travel behavioural variables, like: information search (C1), evaluation and satisfaction (C2), learning and remembering (C3), and specific travel preferences (planning horizon, choice for the trip, length of the stay, destination, activities preferences, accommodation, choice between

alternatives (C4), (Gunn, 1988; Bettman, 1979; Mathieson and Wall, 1982; Moutinho, 1987; Woodside and Lysonski, 1989).

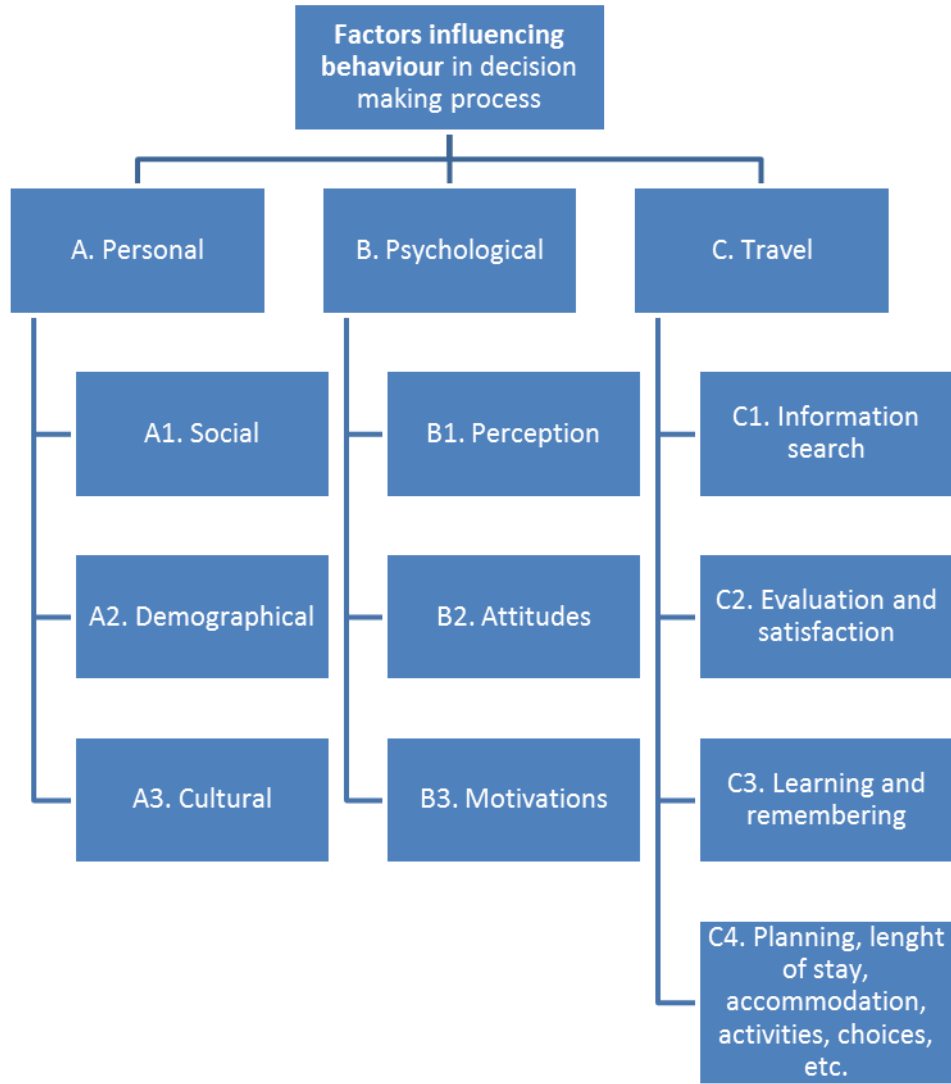


Figure 11 - Factors that influence behaviour

Source: Own elaboration

Other authors, like Stanciu (2010), analysed the influencing factors reported through consumer's point of view, globally and locally. Important factors which are mentioned by author's research in the influencing process of consumer's behaviour are: personal factors, social factors, demographic factors, cultural factors and economic factors. Considering the

combination of factors of different authors mentioned above, a description of each factor will follow up.

A. *Personal factors* are represented through individual consumer behaviour. Personal variables are, in most of the cases, related to social factors (age, gender, education level, income, and civil status), cultural factors (level of culture or sub-culture group appurtenance) or demographic factors (area of living or environment). Other authors like Boier (1994) separate personal factors from social variables. Boier (1994) divided personal factors into: needs and motivations, personality and self-image, lifestyle, attitudes and preferences.

On the other hand, Kotler (1997) defined *personal factors* through age and stage of life cycle, occupation, lifestyle, economic circumstances, personality and self-opinion. Later, Kotler (1999) included in the category of personal factors, variables such as: self-image, and well-being.

Other interesting point of view regarding the importance of *personal factors* is suggested by Assael (1987). He defined four types of behaviour in the respect of correlating the personal factors and needs with the product brand characteristics.

Besides the ones presented above, Dubois and Jolibert (2007) also include cognitive style and perceived risk, among personal factors.

Other classification of *personal factors* may include: (a) age and stage in the life cycle, which change people's consumption behaviour; (b) occupations which reflect the level of education, and the hierarchical position of the individual; (c) lifestyle, expressing the behaviour of people in society, determining, selecting their range of needs in relation to their ideals (Zacharias, 1991), is different even if people from the same subculture, social class and even the same occupation, because they have multiple sources of income (Zamfir, 1986); (d) The individual personality, as a distinct factor explaining the behaviour of buyers and consumers, determined by specific characteristics, beliefs, habits that each individual presents (Stanciu, 2010).

Contrary to classical opinions, willing to define the touristic image formation, Donaire et al. (2014) identified the *personal variables* such as psychological and socio-cultural characteristics, motivations, needs, and prior experiences, among others.

Same categorization was revealed also by Baloglu and McCleary (1999). In their model of factors that influence destination's image, they divided the *personal factors* into psychological factors (values, motivation and personality) and social factors (age, education and civil status).

A1. Considering the *social factors*, research in social psychology has suggested a strong tendency of people to perceive an "outgroup" as more homogenous than an "in group," even when they knew what members had been assigned to each group purely by chance. When there is often a "grain of truth" to some of the perceived differences, the temptation to over-generalize is often strong (Perner, 2010:2).

Also, within a distinctive *group*, social influence plays an important role. For example, if a group of friends having other trip perspectives, for the moment, than one person from that group, there is a high disposition for that one single person to buy a group trip instead of what he initially desired to buy.

From Max Plank Institute's point of view, according to the *social intelligence hypothesis*, also named the Machiavellian intelligence hypothesis (Whiten and Byrne, 1997), "*highly social species such as humans should be intellectually superior to less social ones because the social environment is more complex, less predictable, and more intellectually challenging. The goals of social intelligence go beyond accuracy, frugality, and making fast decisions*" (Gigerenzer and Gaissmaier, 2011:451).

Social factors represent an important part of the macro-environment. Kotler (1999) separated the personal factors from social variables. The author included into social classification the group and family appurtenance, and social status. Similar to Kotler, Stanciu (2010) identified two main agents that influence social factors: *family* and the social group.

Along with group reference and *family*, Dubois and Jolibert (2007) identified the social factors (noted as, socio-demographical factors') within the environmental factors. The authors also included into this category the economic environment, as a variable of social category.

The *age* represented an important *social* factor in behavioural statistics analysis for authors, like Stanciu (2010), Baloglu and McCleary (1999) and Woodside and Lysonski (1989). In the respect of a personal variable of a person, the dictionary defined 'the age' as being *the*

length of time that a person has existed; or, one of the stages of life. Stanciu (2010) attached to the definition of age, the stage in the life cycle, which changes people's consumption behaviour. On the other hand, Baloglu and McCleary (1999) found the importance of *age* regarding cognitive evaluation.

Contrariwise, Woodside and Lysonski (1989) selected *age* as a factor belonging to traveller variables category, along with: previous destination experience lifecycle, income, and value system.

Age presented importance also for Moutinho (1987). He argued that *changes in family characteristics produce changes in lifestyle and dramatic changes in consumer behaviour. Family life cycle (FLC) is a form of classification of family units into certain groupings and stages of development, according to a set of variables such as size of family, marital status, age and work status of family members (Moutinho, 1987:5).*

Regarding the *work status* mentioned above by Moutinho (1987), Kotler (1999) also used in the classification of factors, the *occupation*. The dictionary defined occupation as *a person's usual or principal work or business, especially as a means of earning a living*. Other author who found occupation an important factor to be mentioned is Stanciu (2010). The mentioned author noted that occupation reflects the level of education, and the hierarchical position of the individual. Related to occupation, citing Zamfir (1986) mentioned that people with the same occupation and from the same social class may have different *lifestyle* because of the sources of income.

The *lifestyle* mentioned by Stanciu (2010), Zamfir (1986) and Zacharias (1991) is a factor of analyse noted also by other author, like Kotler (1999). He identified the lifestyle as a general view of well-being. Kotler (1997) defined personal factors through age and stage of life cycle, occupation, lifestyle, economic circumstances, personality and self-opinion. Self-image and lifestyle were also included into Boier's (1994) classification of personal factors.

Regarding the *lifestyle* as a variable in analysing a pattern, Perner (2010) noted that *"the social class is a somewhat nebulous subject that involves stratifying people into groups with various amounts of prestige, power, and privilege. It cannot, for example, be associated the social class with income, because a traditionally low status job as a plumber may today come*

with as much income as a traditionally more prestigious job as a school teacher” (Perner, 2010:1). In other words, an expensive trip may be purchased by a person from a high social class, or from a high-life social group, but the goal of achieving may differ from another buyer whose income may be lower, but cultural standards are higher.

Lifestyle and social class was also mentioned by Moutinho (1987). He noted that “within a society, an important broad factor influencing consumer behaviour is social class. This constitutes a relatively permanent division of categories in a society, a division that brings about some restrictions of behaviour between individuals in different classes — individuals in a given social class share similar values, lifestyles, and behaviour standards” (Moutinho, 1987:5).

Social class is related to *education* in the respect of lifestyle segmentation. Baloglu and McCleary (1999) used the level of education in defining the cognitive evaluation. Later, Perner (2010) used *education and lifestyle* in the categorisation of social variables. In this segmentation the mentioned author also attached income, family size, location, *nationality* and *gender*. *Nationality* was also a factor which presented importance, for Stanciu (2010:85). The author noted that *“groups of nationalities, living in large communities have specific ethnic tastes and traditions”*. Specific tastes are subject to *motivations* and preferences variables, which are also part of different segmentation.

A2. Demographic variables essentially refer to personal statistics such as income, gender, education, location (rural vs. urban, East vs. West), ethnicity, and family size. (...) Taking this a step farther, it is also possible to segment on *lifestyle and values*. Some consumers want to be seen as similar to others, while a different segment wants to stand apart from the crowd Stanciu (2010:85). Hence, in a macro-economic approach, elements that compose demographical factors can be: geographical distribution, the habitat, number of households, population distribution, population mobility, age structure, education level, occupation. Another factor, the culture, is also associated with segmentation and demographics. Same concept was adopted by Perner (2010). The author included in this classification variables like income, gender, education, location, ethnicity and family status.

A3. Cultural factors, as an external influence of consumer’s behaviour, represent the influence of the social status, group affiliation and, mainly, of the environment.

For example, Romanian traveller's culture changed for the first time after 1989 and then after Romania's accession into the European Union in 2007. Broadly speaking, before 1989, the Romanian traveller had only the choice of domestic travel culture, because of the political restrictions. After 1989, the Romanian traveller had the opportunity to get in touch with other cultures, the communist political regime having been expelled. Of course, the offers were not diversified from the very beginning, but still there was an obvious change in the traveller's behaviour. The most recent occasion when the Romanian's traveller culture registered a significant change was after 2007, when the borders of the European countries have opened for Romanians too, for outbound travel. On this occasion, cultural concerns and preference for cultural routes have escalated.

The social class is a somewhat nebulous subject that involves stratifying people into groups with various amounts of prestige, power, and privilege. It cannot, for example, be associated the social class with income, because a traditionally low status job as a plumber may today come with as much income as a traditionally more prestigious job as a school teacher (Perner, 2010:2). In other words, an expensive trip may be purchased by a person from a high social class, or from a high-life social group, but the goal of achieving may differ from another buyer whose income may be lower, but cultural standards are higher. Hence, the cultural level may differ regarding the need of culture and the possibilities of achieving such level. Kotler (1997) identified two main variables that influence cultural factors: subculture and the *social class*.

Component of macro marketing, *cultural factors* exert a profound influence on purchasing behaviour and consumption. "Exists four groups of subcultures that define the individual and influences consumer behaviour: groups of nationalities, living in large communities with specific ethnic tastes and traditions; religious groups, their preferences and necessities; racial groups with distinct cultural styles and attitudes; geographical groups, with lifestyles characteristic of territorial spaces" (Stanciu, 2010:369). It should be mentioned that even if in the case of dividing the consumers from a cultural point of view in religious groups or geographical groups, there will always exist differences of perception (as influence of the psychological variable).

B. Considering also the *psychological* area in defining an individual's behaviour, Smith (1977) and King and Hyde (1989) point out that among the factors impacted by globalization, the *psychological factors* of tourists are considered to be the most important as they directly involve tourist consumer behaviour.

Kotler (1999) identified the psychological factors as being the beliefs, *attitudes*, *motivation*, *perception* and learning process; a point of view that it seems very applicable.

Other interesting concept was the one emitted by Dubois and Jolibert (2007). They noted that psychological factors influence consumer behaviour through *perception*, *motivation and attitude*. Stimuli interpretation comes from the perception process, which is part of the psychological factor of the consumer's behaviour influencing.

B1. Different stimuli from the environment are being interpreted through *perception*. Features of perception are analysed by two marketing specialists, Dubois and Jolibert (2007). The authors conclude that perception has the following characteristics: (i) perception is *selective*, the choice for operating individual stimuli and interpreting only those which are imposed by the quality (intensity difference) and those that correspond to a state of internal imbalance; (ii) perception is *distorted*, deformed by a number of factors such as similarity, initial impression, stereotyping; (iii) Perception is *subjective*, for the same stimuli perception will be different from one individual to another (Jolibert et al., 2007:59).

Perception and induced image may have both similar and distinct characteristics (Camprubi, 2009). *Similar* means when the induced image (by several actors: companies, agencies, government) renders the same results following the inducing process, as does the buyer's own perceptions. In other words, the induced image is similar to the percept image. On the other hand, perception may *differ* from inducing, when the induced image formation does not accomplish its goal of changing perception. This kind of strategy is used in the travel industry to improve tourism destination images, by highlighting each location's strengths, through promotion campaigns.

The study of Kim and Richardson (2003:216) "*employed an experimental design to assess the extent to which viewing a specific popular motion picture altered cognitive and affective images of the place it depicted, as well as familiarity with, and interest in visiting it. A*

conceptual framework, which introduces the concept of vicarious experience through empathy, is introduced, and the role of empathy in explaining perceptual change is explored.”

For example, in the travel and tourism industry the marketing strategy may aim at inducing a desired image about a certain destination. If the campaign is strong enough, it will improve not only the image of that destination, but also the perception of the potential tourists about it. And the same may happen the other way round, if the promotion campaign is amateurish, the perception will either remain unaltered, or worse, the image destination may be ruined. An image of a destination is based on truth or lie. In a promotional campaign it is best for the image to be based on real characteristics, mainly on identity, culture, history. All those components represent the distinctive characteristics of each destination, its presentation letter, its business card, its front view.

An interesting point of view regarding destination image belongs to Miossec (1977). He argued that the image of the destination is being influenced by two perspectives: the tourist's behaviour and the destination's response to that behaviour.

B2. The last of the psychological influence factors of behaviour is *attitude*. Attitudes are trained through learning processes, which represent a behavioural change through experience and reiteration.

From this point of view, an attitude possesses three components: (i) the cognitive component, reflecting all individual beliefs about an object; (ii) the affective component of feelings, emotional reactions to the attitude object; (iii) the behavioural or cognitive component which expresses the tendency to act, in terms of the attitude object, usually measured by intention to buy or not (Stanciu, 2010:369). In this respect, consumer attitudes become a mixture of beliefs, feelings and intentions (see Figure 12).

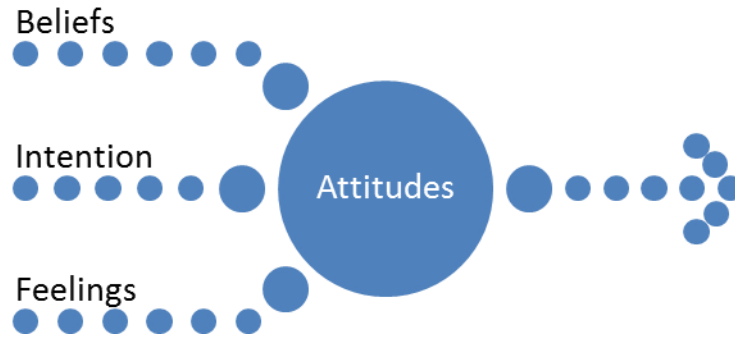


Figure 12 - Consumer's attitude scheme

Source: Own elaboration

The cognitive component, also named *beliefs*, reflects itself through the individual's own perspective. One trip may be interesting (positive) for a traveller or the same trip may be boring (negative beliefs) for other traveller. The same trip may involve neutral beliefs for a traveller who wishes only to go somewhere, not depending on destination or trips. Of course, not every belief can be accurate.

The next component, *feelings*, is closely related to beliefs. A traveller may have a feeling of being in love in Paris, only because of own beliefs that Paris is the city of lovers.

Intentions, the last component, imply a dose of social cooperation. For example, if a person wishes to travel with friends, but the destination does not comply with demands, the subject has the intention to follow the friends but the intentions were to convince the friends to change the trip. So, behavioural intentions resume to going or not going with friends, to buy or not a certain trip.

B3. Motivations, desires and experiences may define the pattern of so-called tourist behaviour. Hence, in order to develop a certain tourist destination, it is compulsory to define the tourist as a consumer.

Contrary, Boier (1994) noted that motivations are part of personal factors, along with other variables like needs, personality and self-image, lifestyle, attitudes and preferences.

On the other hand, Moutinho (1987) associated motivation along with cognition and learning. In this opinion, those factors represented importance in influencing perception and purchase behaviour. Later, Moutinho completed the theory with the definition of the tourism product purchase as: *"an investment with no tangible rate of return and the purchase is often*

prepared and planned through savings made over a considerable period of time” (Moutinho, 2011:83).

Later, Rehmet and Dinnie (2013) suggested about motivation that it represents the desire effects and together with the perceived effects, they are congruent.

A remarkable description of *motivation* was elaborated by Bettman (1979), through the *information processing model of consumer choice* that describes the consumer as possessing a limited capacity for processing the available information. The second stage of this model, called '*motivation*' influences the consumer's choice for decision-making and the direction in which he decides to choose. This mechanism suggests that the consumers have personal past experience in a specific area of the market and they don't need to go through the same stages every time in order to make a decision (Abdallat and El-Emam, 2010:13).

A surprisingly concept of *motivation* was elaborated by Deutsch et al., (2014). The authors analysed the motivation variable from subjective well being phenomena. By their opinion, *the motivation of happiness can be used to understand how and why people make the choices that they make. Many different criteria are used by individuals in the selection of destinations. The criteria used in determining the most rewarding destinations range from attributes such as distance and cost, to attributes such as comfort, security and social aspects. Aspects contributing to a rewarding experience can also be viewed as those decision criteria that lead to the highest satisfaction* (Deutsch, 2014:1323).

C. Travel behavioural variables. Before defining the travel variables, it is necessary to mention them in a short enumeration: information search, evaluation and satisfaction, learning and remembering the experience, and other travel preferences like planning horizon, motivation of choice, length of the stay, destination, activities preferences, accommodation, and choice between alternatives.

C1. Information search and information sources consulting are two factors linked to induced image (Gunn, 1988) and perception (Dubois and Jolibert, 2007). The information search may be positioned on the same level with the own awareness of need of travel (Mathieson and Wall, 1982).

Baloglu and McCleary (1999), cited by Donaire et al. (2014:26), determined that “variety and types of *information* source, as well as age and level of education, are all variables that affect the cognitive evaluation of the tourist image. All of these factors together make the individual’s tourist image highly subjective on both an individual (Gunn, 1988; Barroso, Martín and Martín, 2007) and group level (Crompton, 1979)”.

Similar to Gunn (1988) and Barroso et al. (2007) concept, Reynolds (1965) revealed the influence of *information into image formation*. The author noted: “*the development of a mental construct based upon a few impressions chosen from a flood of information. In the case of destination image, this 'flood of information' has many sources including promotional literature (travel brochures, posters), the opinions of others (family/friends, travel agents) and the general media (newspapers, magazines, television, books, movies). Furthermore, by actually visiting the destination, its image will be affected and modified based upon first-hand information and experience*” (Reynolds, 1965:69).

In the case of travel offers, the source of information can influence the way a decision is made. A traveller may be happy with the decision of travelling to a certain destination if he/she receives enough information. ‘Enough’ means here as much information as he/she needs to get in order to make a buying decision.

C2. The *evaluation* process presents importance regarding the formation of the real image. Mathieson and Wall (1982) used satisfaction as an outcome in the model of travel buying behaviour. Bettman (1979) used the evaluation variable in the model of information choice. Other author who considered important the evaluation process and satisfaction outcomes was Gunn (1988). The previous mentioned author used the evaluation factor in the *return* stage of this model.

The *mental evaluation* is considered by Stanciu (2010) as more extensive in service due to the different ways of information perception that underlie it. The author noted also that the purchase and consumption of the service is a result of the evaluation of consumer attitudes to express it. In the delivery process (acquisition) and consumption with a theatrical performance, the provider and the consumer appear in positions of actor or spectator. Post purchase evaluation results in a certain cognitive dissonance expressed by consumer anxieties generated

by dissatisfaction. In services, cognitive dissonance is based on differences between the expected and perceived service after the benefit (Stanciu, 2010). Same conception, regarding the evaluation for future purchase was related by Schiffman, Kanuk and Hansen (2012).

The tourist buying decision presents some unique aspects: it is an investment with no tangible rate of return, and the purchase is often prepared and planned through savings made over a considerable period of time. That is, the vacation tourist will invest with no expectation of material and economic return on his or her purchase of an intangible satisfaction (Moutinho, 1987:5).

Parasuraman et al. (1985) proposed a quality *satisfaction* model related to image formation. They concluded that satisfaction represents the last important stage of the perceived image.

Another point of view regarding the satisfaction belongs to Sigry and Grewal (1997), which studied the importance of self-congruity. They noted that “*satisfaction is a function of evaluative congruity, which is a cognitive matching process in which a perception is compared to evoke referent cognition for the purpose of evaluating a stimulus object/action*” (Abdallat and El-Emam, 2001:29).

The impact of *tourism on life satisfaction* and on the overall quality of life has been studied by several authors (e.g., Gilbert and Abdullah 2004; Nawijn 2011; Sirgy et al. 2011). Life satisfaction studies provide useful information for tourism policy makers (Nawjin et al, 2013:265). The main findings of Nawjin and Mitas (2012:1) indicate that perceived tourism impacts are associated with life satisfaction, the cognitive component, and not with hedonic level of affect, the affective component. The motivation of happiness can be used to understand how and why people make the choices that they make. Many different criteria are used by individuals in the selection of destinations. The criteria used in determining the most rewarding destinations range from attributes such as distance and cost, to attributes such as comfort, security and social aspects. Aspects contributing to a rewarding experience can also be viewed as those decision criteria that lead to the highest satisfaction (Deutsch et al., 2014:1323).

In the respect of tourism *image and life satisfaction* Gilbert and Abdullah (2004), Nawijn (2011) and Sirgy (2011) noted that they are in direct dependence, a touristic image destination being influenced also by personal life satisfaction perception (Nawijn and Mitas, 2012).

C3. The *learning process* is an important part of post-decision process. Bettman (1979), in the model of consumer choice, related about the process of learning. Within the post-purchase phase, the consumer is to gain more experience. This last stage takes place after evaluating other alternatives of choice (Bettman, 1979).

Contrary to Bettman (1979), Kotler (1999) indicated the learning process as a psychological variable in defining the behaviour.

Learning and remembering are two important facts of the buying process. Copenhagen Business School (Soman, 2010) identified four types of memory: sensory, working, intermediate and long-term memory (see Table 4).

Table 4
Types of memory in travel buying process

Type	Duration	Example
Sensory memory	Milliseconds to seconds	A light or a sound. For example, some colours in a beautiful touristic image, and/or associated with a characteristic sound, or music, may stimulate the sensory memory in a travel commercial.
Working memory	Seconds	Words or numbers. For example, working memory may be activated by some key words that illustrate a destination. Alike, the price of a trip may raise interest for the buyer if it's suitable or easy to remember.
Intermediate memory	Seconds to minutes	Remembering ideas/ thoughts. In negotiating a touristic programme or receiving information upon a trip, intermediate memory works when remembering the goals in choosing a certain vacation.
Long-term memory	Hours, days, years	Flash from past. Long-term memory works after a vacation is over. Memories, feelings, impressions are all that remains in a comparison between what was expected and what was received.

Source: Own elaboration based on CBS data

Learning requires *remembering*. For a better interpretation of the revealed image, the information must be selected and remembered by memory. 'Meme' is defined as a unit of information stored in the brain. These units are effective at influencing a person who is making choices and decisions within 2.6 seconds. If "meme" is chosen properly the good will be remembered, joke or song and would share it. "*Memes stay in memory and they are affected by*

marketers” (aromas of fresh bread, sweets, grandmother's pie; Characters in fairy tales, melodies that cannot be forced out of one's mind). Thus, neuromarketers examine people (brain scan, revealing subconscious motives) and manipulate them. Tourism marketing works in the same manner. The use of images, sounds or metaphors could explore human unconscious creating a positive response to travel commercials, activating *emotional stimuli*. This procedure is named ZMET- Zaltman Metaphor Elicitation Technique (Carbone, 2004:140).

Broadly speaking, part of the relevant unconscious information is unknown or has to be estimated from small samples, so that the conditions for the rational decision theory are not met, making it an inappropriate norm for *optimal reasoning* (Gigerenzer and Gaissmaier, 2001:451).

One model of *choosing between alternatives* is called “Take-the-best” model. In decision making process, a very high criterion is based on service (or product) characteristics. Also, values attributed from *memory* have risen in importance.

Take-the-best consists of three building blocks: (1) *search rule*: search through cues in the order of their validity; (2) *stopping rule*: stop when finding the first cue that discriminates between the alternatives (i.e., cue values are 1 and 0); (3) *decision rule*: infer that the alternative with the positive cue value (1) has the higher criterion value (Gigerenzer and Gaissmaier, 2001:451).

For example, if a traveller needs to make a buying decision, to choose between two almost identical trips, it will follow the next steps: (1) *search rule*: search through both trips characteristics to find the most interesting cue; (2) *stopping rule*: when finding an interesting cue on one trip and might stop searching on other's characteristics. Or, it may note cues values from both trips, evaluate and when finding valuable cues it will stop searching; (3) *decision rule*: after the stopping rule was implemented, the buyer will make the final review of offers, comparing with the list of desires (beliefs, feelings, needs, possibilities-financial, temporal), and finally will make a pre-decision. When the decision is made, the act of purchasing is done and the phenomenon of post-decision intervenes. Of course, this is the case of *rational decision*, when all rational rules are respected.

The *rational consumer*, also named “Homo economicus” represents a mix of human nature, seeking its own personal interest, and financial satisfaction. Economic rationality and complete information owning, together with opportunistic behaviour and the tendency to achieve balance determine the basic characteristics of *homo economicus*. Also, all these basics determine the fundamentals of *economic behaviour* that emphasizes socio-cultural factors.

Upon economic theory of full or limited economic choice lays human rationality, which derives from *utilitarianism*. One behavioural theory is presented by Milton Friedman (1948) and suggests that personal rationality is seen as utilitarianistic. The rational question is: *Does the buying choice imply utility?*

It may now be identified some classes of situations in which the agent always makes consumption-utility-maximizing decisions. Unsurprisingly—given that the agent’s behaviour is distorted by focusing effects—such classes are quite narrow. Nevertheless, they allow providing revealed-preference foundations for the model, and acting as a starting point for comparative statics on which types of situations are more conducive to good choices (Kőszegi and Szeidl, 2012:66).

In recent years the theoretical vision of *rational choice theory* has been subject to more and more doubt by the experimental results of behavioural economics. This criticism has encouraged many social scientists to utilize concepts of bounded rationality to replace the "absolute" rationality of the rational choice theory: these points to the difficulties of data-processing and decision-making associated with many choices in economics, political science and sociology. These days an increasing number of economists (Kahneman and Smith, 2002) are learning from other fields, such as psychology, in order to get a more accurate view of human decision-making than that offered by the rational choice theory (wikipedia.org, 2016).

Identifying the *choice behaviour* and the phenomena of diversity can help in classifying the different types of *homo economicus*: utilitarian, sophisticate and reciprocators.

In the same respect, Hogarth and Reder (1987) argued that psychologists and ‘*behavioural economists*’ who study decision behaviour almost uniformly report results contrary to rational theory.

Later, Smith (2007) noted about the ‘anomalies’ that begun in 1970. Psychologists, to their credit, have maintained an intensive program examining the behavioural nature of these contradictions to the classical model. For example Siegel (1959) and Fouraker and Siegel (1963) reported both confirmations and contradictions, and used the pattern to propose improved models. Similarly, in prospect theory Kahneman and Tversky (1979) have proposed modifications in both the *utility and probability* weighting functions of standard expected utility theory. Research strategies that focus on the study of errors, however, can distort professional beliefs, to say nothing of popular representations, if the primary emphasis is on the failures, to the exclusion of the predictive successes of the theory.

Also, Smith (2007) mentioned Lopes (1991) point of view on *rationality and reality*. “Prior to 1970 or so, most researchers in judgment and decision-making believed that people are pretty good decision-makers. Since then, however, opinion has taken a decided turn for the worse, though the decline was not in any sense demanded by experimental results. Subjects did not suddenly become any less adept at experimental tasks nor did experimentalists begin to grade their performance against a tougher standard. Instead, researchers began selectively to emphasize some results at the expense of others. The view that people are irrational is real in the sense that people hold it to be true. But the reality is mostly in the rhetoric” (Lopes, 1991: 66).

Similar, Bourdieu (2005) argued about the difference between rational choice and social environment. By author’s opinion, people do not make use of *rational economic calculations*. Practical sense is here translated by feeling.

Other social scientists, like McKinnon inspired in part by Bourdieu's thinking have expressed concern about the inappropriate use of economic metaphors in other contexts, suggesting that this may have political implications. “The argument they make is that by treating everything as a kind of "economy" they make a particular vision of the way an economy works seem more natural. Thus, they suggest, rational *choice is as much ideological* as it is scientific, which does not in and of itself negate its scientific utility” (McKinnon, 2013:529).

The rationality action refers here mainly to the decision making process, considered within two frames: benefits (*why should this trip be purchased?*) and costs (compared with

benefits). Hence, *rational choice* theory becomes a framework of economic and social behavioural patterns.

In this kind of the situation the *rational actor* - which is able to make the choice by balancing options and classifying preferences - interferes. Hereafter, the rational actor theory will rank several *steps in the decision making* process. The first step is identifying the needs and problems that must be solved (what kind of vacation is needed to be taken: for relaxations, for fun, for spa or what other kind of trip is needed?). Second, is determining the possible options for solving the problem, which underline the nature of the problem (the travel agencies, the travel offers). Third step, is determining the actor's own possibilities to solve the problem (temporal, financial, social possibilities to enter for demand). Fourth, represents the identification of the consequences in choosing each option (benefits versus costs for each travel offer). Last step represents the selection-decision process (see Figure 13).

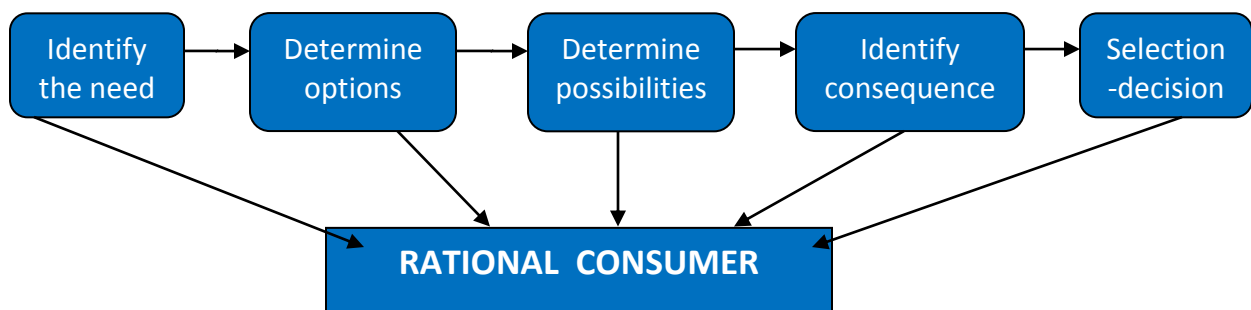


Figure 13 - Steps in defining the rational consumer

Source: Own elaboration

“The classical theory of *omniscient rationality* is strikingly simple and beautiful. Moreover, it allows predicting (correctly or not) human behaviour without stirring out of the armchairs to observe what such behaviour is like. All the predictive power comes from characterizing the shape of the environment in which the behaviour takes place. The environment, combined with the assumptions of perfect rationality, fully determines behaviour. Behavioural theories of rational choice - theories of *bounded rationality* - do not have this kind of simplicity. But, by way of compensation, their assumptions about human capabilities are far weaker than those of the classical theory. Thus, is being made modest and realistic demands on the knowledge and computational abilities of the human agents, but also

fails to predict that those agents will equate costs and returns at the margin” (Simon, 1978:347).

Rational behaviour based on morality is represented by a combination of several logical reasons: information searching process, analysing each piece of information and each part of a piece of information gathered, separate each logical decision through judgment.

By 2004, Schwartz admits that in a paradoxical way, happiness consists in limiting the *options*, rather than growing them. Logically, having a lower number of options would mean more satisfaction in the decision process, because it would be –in one’s mind– the best decision made considering all the possible options. Remains the impression that if there exist more options to choose from, can better satisfy the buying needs/wishes.

Rationality interpreted as “*more choices mean better decisions*”, is widely known as a supposition of individual behaviour in a microeconomic context and emerges as ordinary human decision-making.

“If human decision makers are as rational as their limited computational capabilities and their incomplete information permit them to be, then there will be a close relation between normative and descriptive decision theory. Both areas of inquiry are concerned primarily with procedural rather than substantive rationality” (Simon, 1978:351).

Tversky and Kahneman's (1991) prospect theory on *human judgment* reflects alternative theories for existing empirical findings contrary to neoclassical economists and reveals the fact that people tend to assign higher standard value to their own experience or things, than to the other’s experience or things. The mentioned authors do not characterize loss aversion as irrational. “Behavioural economics includes a large number of other amendments to its picture of human behaviour that go against neoclassical assumptions” (Tversky and Kahneman, 1991:1039).

If this attitude is rational or not, the theory of Foley (2003) on *rationality* issues revealed from neoclassical economic thought point of view established the contemporary mainstream of *economic behaviour*.

“As the specific claims of robust neoclassicism fade into the history of economic thought, an orientation toward situating explanations of economic phenomena in relation to

rationality has increasingly become the touchstone by which mainstream economists identify themselves and recognize each other. This is not so much a question of adherence to any particular conception of rationality, but of taking rationality of individual behaviour as the unquestioned starting point of economic analysis” (Foley, 2003:1). “Early neoclassical economists writing about rational choice, including William Stanley Jevons, assumed that agents make consumption choices as to maximize their happiness. Twentieth century refinements of rational choice theory have eliminated such presumptions. In essence, the rationality assumed under modern rational choice theory is considerably narrower than its name might suggest—it mandates just a consistent ranking of choice alternatives” (Grüne-Yanoff, 2012:499).

The idea of rational choice, where people compare the costs and benefits of certain actions, is easy to be seen in economic theory. Since people want to obtain the most useful products at the lowest price, they will judge the benefits of a certain object (for example, how useful is it or how attractive is it) compared to those of similar objects. Then they will compare prices (or costs). In general, people will choose the object that provides the greatest reward at the lowest cost. Rational decision making entails choosing a "rational" action given one's preferences, the actions one could take, and expectations about the outcomes of those actions (wikipedia.org, 2016). Models that rely on the rational choice theory often adopt methodological individualism, the assumption that social situations or collective behaviours are the result of individual actions alone, with no role for larger institutions (Elster, 1989).

In the case of travel and tourism example, a person wishes to take an unplanned trip. The options are as follows: domestic trip, trip abroad, no trip. Therefore, the possibilities are as in Figure 14).

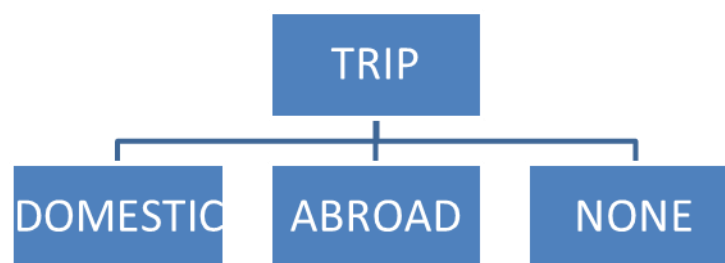


Figure 14 - The unplanned trip rationality
Source: Own elaboration

Rational choice theory's conjecture (RCC) on individuals' preferences refers to three actions: order theory, transitive relation theory, and independence of alternatives.

First, the order theory reveals the preferences ranked on completeness action. In this case, the subject attributes value to one choice or even to two choices and reveals indifference to the third choice or even two choices. Therefore, the individual can decide to take a domestic trip or an abroad trip only, and ignore the rest of possibilities. At the same time, the possibility exists that he will choose to take both domestic and abroad trip and ignore the possibility to cancel the desire to travel.

Second, the transitive relation theory represents the choosing possibilities that can be compared one to another. Hence, if the domestic trip is preferred to the abroad trip, and the abroad trip is preferred to cancelling the trip, then domestic trip will be the best choice and cancelling, the worst.

Third theory, the independence of alternatives presents the irrelevant issues for the subject of discussion in a rational manner. Thence, if the domestic trip is favoured to the abroad trip out of the choices set considered between {Domestic, Abroad}, introducing the next alternative {None} it will not make the {Abroad} choice better than {Domestic} and will not influence the final decision after a step-by-step analysis.

By 2000, Kahneman proposed two *principles of rational choice*: dominance and invariance (Kahneman and Tversky, 2000). The principles mentioned will be analysed in the same manner within the example presented above, for only two alternatives.

The first case, *dominance*. If choice D {Domestic} is as good as choice A {Abroad}, in every regard and better than A in at least one regard, then D should be more valued than A. So, the buyer will choose the offer {Domestic} then {Abroad} because the first one is supposed to have more benefits than the second one (ex.: meals, trips included, etc.).

The second case, *invariance*. Taken separately, if choice D is ranked by a mark then choice A must be ranked with the same mark. In this case, both alternatives must elicit preference taken together and/or separately. Although invariance may seem trivial, it is hard to

achieve and maintain both alternatives equal. However, both trips {Domestic, Abroad} should have intrinsic value not depending on differences between other alternatives.

“Frame invariance cannot be expected to hold and that a sense of confidence in a particular choice does not ensure that the same choice would be made in another frame. It is therefore good practice to test the robustness of preferences by deliberate attempts to frame a decision problem in more than one way” (Fischhoff et al., 1980:117).

Later, Kahneman (2003:1449) explained: “*Our research attempted to obtain a map of bounded rationality, by exploring the systematic biases that separate the beliefs that people have and the choices they make from the optimal beliefs and choices assumed in rational-agent models*”.

“People rely on a limited number of heuristic principles which reduce the complex tasks of assessing probabilities and predicting values to simpler judgmental operations. In general, these heuristics are quite useful, but sometimes they lead to severe and systematic errors” (Kahneman, 2002:1).

Regarding the principles of heuristics, like the *minimalist, take the last* option only has an intuition in which direction a cue points but not which cues are more valid than others. *Take the last* differs from the *minimalist* only in step 1. It uses a heuristic principle for search that draws on a strategy known as an “Einstellung set.” Duncker and other Gestalt psychologists demonstrated that when people work on a series of problems, they tend to start with the strategy that worked on the last problem when faced with a new, similar-looking problem (Duncker 1935/1945; Luchins and Luchins, 1994), and thereby build up an Einstellung set of approaches to try. On the other hand, *take the best* option, first tries the cue with the highest validity, and if it does not discriminate, the next best cue, and so on. Its motto is “*take the best, ignore the rest.*” *Take the best* differs from the *minimalist* only in step 1, which becomes the *ordered search*. Hence, it is needed to choose the cue with the highest validity that has not yet been tried for this choice task. Look up the cue values of the two objects. Note that the order that *take the best* uses is not an “optimal” one and it is, rather, a frugal ordering (Gigerenzer and Gaissmaier, 2011:451).

The ecological rationality of *take the best* has been studied in three different situations: (a) when the cue order is known (Katsikopoulos and Martignon, 2006; Martignon and Hoffrage, 2002), (b) when error is introduced in that knowledge (Hogarth and Karelaia, 2007), and (c) when the order of cues needs to be inferred from samples (Brighton, 2006; Gigerenzer and Brighton, 2009). Taken together, these results suggest two structures of environments that take-the-best can exploit: high cue redundancy and high variability in cue weights. In several experiments, individuals' classified as take-the-best users for tasks where the heuristic is ecologically rational showed higher IQ's than those who were classified as compensatory decision makers, suggesting that cognitive capacity as measured by IQ "*is not consumed by strategy execution, but rather by strategy selection*" (Bröder and Newell 2008:209).

Environment is described as a result of attitudes, preferences and habits, all taken together in a behavioural framework situated between heuristics and rationality. Experience and social intelligence might involve important both consciously and unconsciously heuristics from a given framework (see *Figure 15 - Environment framework of behaviour*).

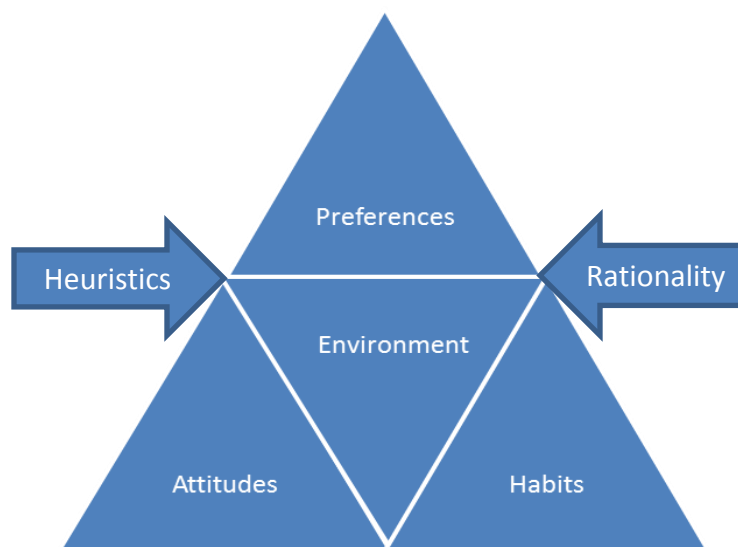


Figure 15 - Environment framework of behaviour

Source: Own elaboration based on Gigerenzer and Brighton (2008)

"*Heuristics* are efficient cognitive processes that ignore information. In contrast to the widely held view that less processing reduces accuracy, the study of heuristics shows that less information, computation, and time can in fact improve accuracy. Reviewing the major progress made so far: (a) the discovery of *less-is-more effects*; and (b) the study of the *ecological*

rationality of heuristics, which examines in which environments a given strategy succeeds or fails, and why, *homo heuristicus* is observed as having a biased mind ignoring part of the available information. Yet, a biased mind can handle uncertainty more efficiently and robustly than an unbiased mind relying on more resource-intensive and general-purpose processing strategies” (Gigerenzer and Brighton, 2008:107).

In the first phase, the discovery of *less-is-more effects* suggests that a larger quantity of information has detrimental effects on the decision making process. Of course, not having enough information does not mean a better decision process, but a lack of information and a bounded decision. The goal is to have just enough information as needed for personal mental computation. In this stage, processing less information may conduct to more accurate heuristics. New findings on how the mind works when rethinking decisions expanded the reasons of less-is-more effects. This discovery reviewed the accuracy of heuristics versus strategies. The compatibility between heuristics and environment assesses the rational less-is-more effects. In this case, as Gigerenzer concluded, *the rationality of heuristics is therefore ecological, not logical.*

“The study of the *ecological rationality* asks the following question: In which environments will a given heuristic succeed, and in which will it fail? Understanding when a heuristic succeeds is often made easier by first asking why it succeeds. As it had been shown, when analysing the success of heuristics, often may be found avoiding overfitting the observations. For example, the ordering of cues chosen by take-the-best may not provide the best fit to the observations, but when predicting new observations, it often outperforms strategies that achieved a better fit” (Gigerenzer and Brighton, 2008:107). Ecological rationality means compatibility between environment and rationality, or behaviour. It has been shown, in some cases, that ecological means that not all subjects are suitable for the environment they belong to. From this point of view, it becomes imperative to also study other aspects but environment.

“For customer activity, uncertainty means that it is difficult to predict future purchases, and redundancy might be reflected in a high correlation between length of hiatus and spacing of previous purchases. The study of ecological rationality results in comparative statements of

the kind “strategy X is more accurate (frugal, fast) than Y in environment E” or in quantitative relations between the performance of strategy X when the structure of an environment changes” (Gigerenzer and Gaissmaier, 2011:451). Hence, ecological rationality rely upon framework of environment underlying the fact that heuristics are rational or irrational, are good or even bad.

“*Ecological rationality* uses reason– rational reconstruction–to examine the behaviour of individuals based on their experience and folk knowledge, who are ‘naïve’ in their ability to apply constructivist tools to the decisions they make; to understand the emergent order in human cultures; to discover the possible intelligence embodied in the rules, norms and institutions of cultural and biological heritage that are created from human interactions but not by deliberate human design. People follow rules without being able to articulate them, but they can be discovered. This is the intellectual heritage of the Scottish philosophers, who described and interpreted the social and economic order they observed” (Smith, 2002:509).

Concluding the above academic statements, it may be useful to describe some main ideas about the *rational choice theory*:

First, the presumption of being *well informed*. Limited search is a central feature of fast and frugal heuristics: not all available information is looked up, and consequently, only a fraction of this information influences judgment. Note that limited search works in a step-by-step way; cues are looked up one-by-one, until the stopping rule is satisfied (similar to the Test Operate Test Exit procedures of Miller, Galanter, and Pribram, 1960). If no cue was found that satisfies the stopping rule, a random guess is made. No cost- benefit computations need to be performed to stop search. The following three heuristics— minimalist, take the last, and take the best—use this simple stopping rule. Also, it uses the same heuristic principle for decision, one-reason decision making, based on an inference on only one reason or cue (Gigerenzer and Goldstein, 1999:83). Taking a decision in a rational situation requires collecting first all information. Term ‘all’ refers here to the quantity of information existed in one moment and situation. Hence, a decision could be rational but also bounded. Most of the time, all decisions are bounded, because in reality entire information cannot be accessed. Taken the tourism example, in a notorious travel agency, having a large pallet of travel offers, could influence the

decision maker in thinking of choosing the best offer, but this offer could be best only between the offers existed at that moment and place.

Second, the premise of *impartiality*. From time to time, it is possible that a decision is being taken in a rational manner, also unbounded. The exception refers mainly to constraints like: 'time' component, 'money' component, 'social' component (interpreted here as family, friends, companions), or even 'willingness' component (among other constraints).

In the research study, if a person has the willingness to purchase a vacation, being impartially about some places, but having some personal preferences on several destinations, he could take or have a limited choice. The decision is being constrained by components like time or money. Although the choice seems rational and unbounded, in fact, the decision is bounded rational.

"An allocation mechanism is strategy-proof if every agent's utility-maximizing choice of what preferences to report depends only on his own preferences and not on his expectations concerning the preferences that other agents will report" (Satterthwaite, 1987:519). However, a strong positive case for replacing the classical theory by a model of bounded rationality begins to emerge when examining situations involving decision making under uncertainty and imperfect competition (Simon, 1978:349).

Third, the hypothesis of *accuracy*. "Research in economic psychology has prominently reported examples where 'fairness' considerations are said to contradict the rationality assumptions of the standard socio-economic science model, or SSSM. But experimental economists have reported mixed results on rationality: people are often better (e.g. in two-person anonymous interactions), in agreement with (e.g. in flow supply and demand markets), or worse (e.g. in asset trading), in achieving gains for themselves and others than is predicted by rational analysis. Patterns in these contradictions and confirmations provide important clues to the implicit rules or norms that people may follow, and can motivate new theoretical hypotheses for examination in both the field and the laboratory" (Smith, 2007:22).

The term 'accuracy' refers here to *fairness*. The question is: *'It is rational what is fair?'* Sometimes, the rational man, the homo economicus, follows accuracy upon decision making. He/she is pursuing own interest together with the ability of measuring *value vs. quality*. In this

state of mind, rational choice becomes inaccurate and selfish (Smith, 2007). For example, in negotiating a vacation (some travel agencies have this kind of practice), the rational man will start negotiation for an offer he/she finds suitable for own desires. Although he chooses the offer he has liked, he will negotiate the price until he is satisfied with ration value vs. quality. This kind of act does not assume that the offer is unacceptable, but that the rational choice is selfish.

Utility and value are two terms presented also by Kahneman and Tversky (1983). The authors noted that experience and decision plays an important role upon utility and value (see Figure 16). The concepts of utility and value are commonly used in two distinct senses: (a) experience value, the degree of pleasure or pain, satisfaction or anguish in the actual experience of an outcome; and (b) decision value, the contribution of an anticipated outcome to the overall attractiveness or averseness of an option in a choice. The distinction is rarely explicit in decision theory because it is tacitly assumed that decision values and experience values coincide. This assumption is part of the conception of an idealized decision maker who is able to predict future experiences with perfect accuracy and evaluate options accordingly. For ordinary decision makers, however, the correspondence of decision values between experience values is far from perfect (Kahneman and Tversky, 1983:341).

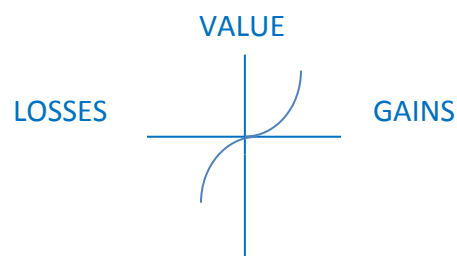


Figure 16 - Value, losses and gains
Source: Kahneman and Tversky (1983)

In closure, the rational choice of an individual can be bounded from the outside (as weather or family components), or from the inside (as beliefs, or preferences). Of course, both boundaries mentioned are subject of influencing one another. In fact, can a decision be rational and unbounded?

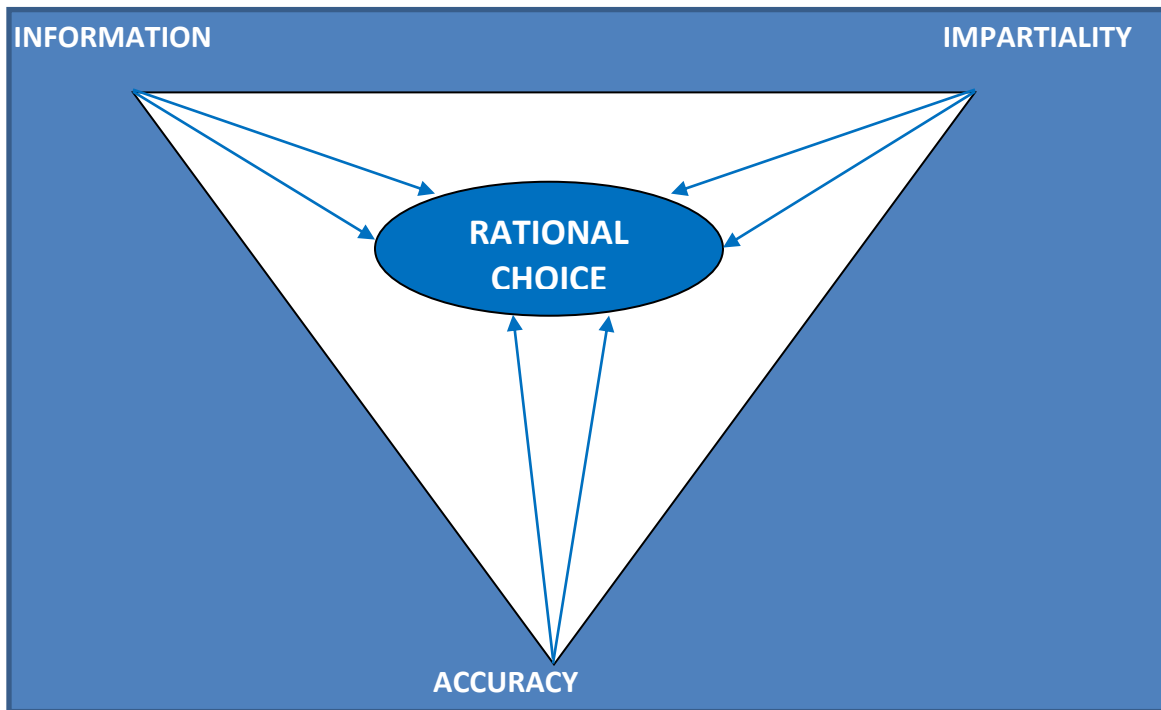


Figure 17 - The triangle of Rational Choice

Source: Own elaboration

In Figure 17 it can be observed the ‘*Rational Choice*’ in the middle of the three components already presented: information, impartiality and accuracy. Each of the three components enfolds two main prerequisites: information includes minimalistic choice and take-the-best choice; impartiality includes constraints and preferences; accuracy includes utility and value.

Having *limited options*, the decision maker tries to find an optimal solution from the possible outcomes available. In this case, the rational choice becomes a satisfactory solution.

Utility cannot be separated from emotion, and emotion is dependent by change. (Kahneman, 1994). “A theory of choice that completely ignores feelings such as the pain of losses and the regret of mistakes is not only descriptively unrealistic. It also leads to prescriptions that do not maximize the utility of outcomes as they are actually experienced” (Kahneman, 2002:1457) – see Figure 18.

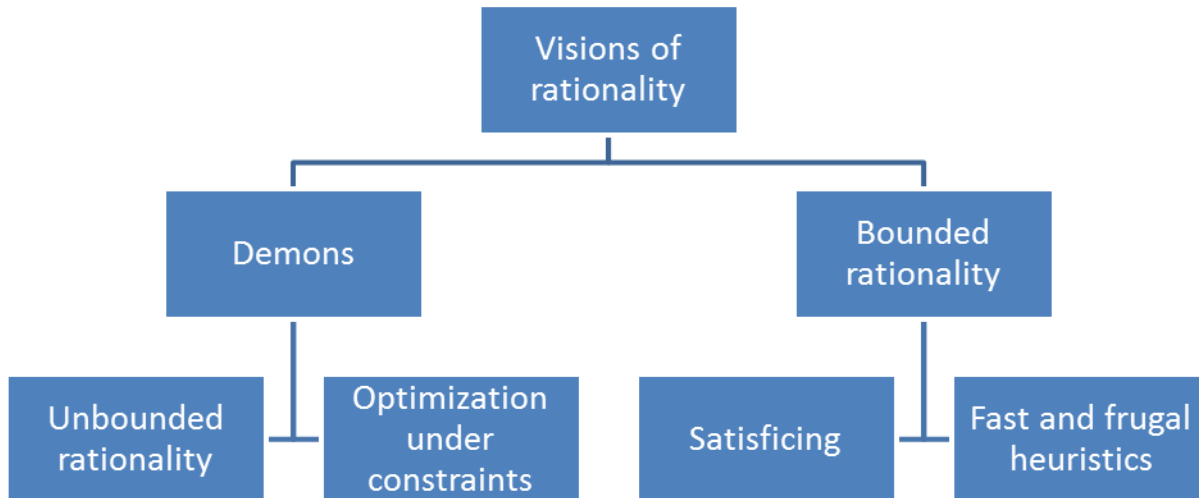


Figure 18 - Visions of rationality

Source: Bäckman and von Hofsten (2002)

The term *satisficing* was first introduced by Herbert Simon (1995 and 1996) through the main concepts: search and satisfying.

“Rationality is bounded when it falls short of *omniscience*. And the failures of omniscience are largely failures of knowing all the alternatives, uncertainty about relevant exogenous events, and inability to calculate consequences. If the alternatives for choice are not given initially to the decision maker, then he must search for them. Hence, a theory of bounded rationality must incorporate a theory of search” (Simon, 1978:356).

The Oxford Dictionary (Colman, 2006:670) defined the term ‘*satisficing*’ as “*a decision-making strategy or cognitive heuristic that entails searching through the available alternatives until acceptability threshold is met.*”

Simon (1978) used *satisficing* to explain the behaviour of decision makers under circumstances in which an optimal solution cannot be determined. The author pointed out that human beings lack the cognitive resources to optimize: It can rarely be evaluated all outcomes with sufficient precision, usually do not know the relevant probabilities of outcomes, and possess only limited memory. Simon formulated the concept within a novel approach to rationality, which takes into account these limitations. He referred to this approach as *bounded rationality*. One definition of *satisficing* is that it is optimization where all costs, including the cost of the optimization calculations themselves and the cost of getting information for use in

those calculations, are considered. As a result, the eventual choice is usually sub-optimal in regard to the main goal of the optimization, i.e., different from the optimum in the case that the costs of choosing are not taken into account.

For example, a person willing to buy a trip should first try to compare different offers from different agencies. All costs estimated must include the mileage expenditures from home to the agency and between agencies. In an expensive purchase those cost are somehow irrelevant, but taken into account a cheap purchase this kind of cost become part of the acquisition process.

Alternatively, *satisficing* can be considered to be just constraint satisfaction, the process of finding a solution satisfying a set of constraints, without concern for finding an optimum. Any such satisficing problem can be formulated as an (equivalent) optimization problem using the Indicator function of the satisficing requirements as an objective function. More formally, if X denotes the set of all options and $S \subseteq X$ denotes the set of "satisficing" options, then selecting a satisficing solution (an element of S) is equivalent to the following optimization problem:

$$\max_{s \in X} I_S(s)$$

where I_S denotes the Indicator function of S , that is

$$I_S(s) := \begin{cases} 1 & , s \in S \\ 0 & , s \notin S \end{cases} \quad , s \in X$$

A solution $s \in X$ to this optimization problem is optimal if, and only if, it is a satisficing option (an element of S). Thus, from a decision theory point of view, the distinction between "optimizing" and "satisficing" is essentially a stylistic issue (that can nevertheless be very important in certain applications) rather than a substantive issue. What is important to determine is what should be optimized and what should be satisfied (wikipedia.org, 2016). In economics, *satisficing* is a behaviour which attempts to achieve at least some minimum level of a particular variable, but which does not necessarily maximize its value (Dignum, 2009:512). Consumption behaviour „studies in a basic case the impact of bounded rationality on macroeconomic outcomes.“ Modelling *bounded rationality*, on microeconomics represents the greatest successes of behavioural economics: change the tastes (e.g. prospect theory or

hyperbolic discounting) or the beliefs (e.g. overconfidence), but keeps the rationality. To illustrate these ideas, it may be considered, for example, a canonical consumption-savings problem. The agent maximizes utility from consumption, subject to a budget constraint, with stochastic interest rate and income. In the rational model, it would solve a complex *dynamic programming* problem with three state variables (*wealth, income, interest rate*) (Gabaix, 2016:16).

So, variables that receive the consumer's attention can be described in simple terms like income and interest rate. In mental valuation, calculus is resumed to average values. Regarding personal interest, *income* variable becomes first in line to be analysed when taken a decision, hence, *interest rate* variable remains on second place.

How will a *bounded rational* agent do? The acting and definition are discovered on Gabaix (2012) further opinion: "I assume that the agent starts with a much simpler model, where interest rate and income are constant in default model. Only one state variable remains, his wealth. He knows what to do then, but what will he do in a more complex environment, with stochastic interest rate and stochastic income? In the bounded rational version, he considers parsimonious enrichments to the value function, as in a Taylor expansion. He asks, for each component, if it will matter enough for his decision. If a given feature (say, the interest rate), is small enough compared to a threshold (taken to be a fraction of standard deviation of consumption), then he drops the feature, or partially attenuates it. The result is a consumption policy that pays partial attention to income, and perhaps no attention at all to the interest rates. This does seem realistic. The result is a BR version of the traditional permanent-income model. It is often simpler than the traditional model. Indeed, the agent ends up using a typically simpler rule (e.g., not paying attention to the interest rate). Hence, the framework can avoid the curse of some behavioural models, which often lead to more complex problems. Arguably, the reason why those models are more complex is indeed their maintained assumption of some form of *hyperrationality*" (Gabaix, 2012:3).

Tversky (1969) proposes a model of *binary choice* in which a decision maker does not notice small differences in an important attribute, but does notice and heavily weight larger differences. In a series of hypothetical-choice experiments, Tversky finds that subjects exhibit

exactly the pattern of intransitivity predicted by the theory. Tversky also extends the model to a general theory of binary choice based on component-wise comparisons (Kőszegi and Szeidl, 2012:66).

Standard socio-economic science model together with *rational predictive* models of decision extended constructivist extension of preferences. In this situation, personal exchanges regarding *learning* idea could predict an adaptation process (Mullainathan and Thaler, 2001).

“Constructivist mental models are based on assumptions about behaviour, structure and the value-knowledge environment. These assumptions might be correct, incorrect or irrelevant, and the models may or may not lead to rational action in the sense of serving well the needs of those to whom the models apply” (Smith, 2002:511).

As a macro economical consequence bounded rationality will influence general equilibrium. Subjective expected utility provided evidence of rational human behaviour, where in some cases, limited computational powers are usable.

Marketing era in the travel and tourism industry has risen in time from a traditional concept to a complex strategy concept. Although in Romania, real tourism activity has begun only since 1989, global tourism marketing and management had been present in the sales industry much earlier. By this stage, the importance of behaviourism represents an important asset. ‘Choice’ phenomena and rationality concept defined the marketing activity as a managerial process of anticipation and satisfaction of the potential tourists.

Concluding the above statements, it can easily be determined the two main characteristics of choice theory in the tourism marketing area (CTM): internal influence (feelings) and external influence (package).

Are feelings above rationality? Rationality in case of purchasing another kind of service is used more than in case of buying a travel service. Most of travel purchases are made in regard of perception, image formation, feelings, desires and motivations. If the target in buying a service like banking represents monetary activity, the main goal for travel services is leisure and relaxation. If in the first case, the choice made is mainly a rationality process, or it should be, in the second case, the buying decision is made upon desires and feelings.

Has the *package* importance? A tourism service can be chosen separately (just hotel, just flight), or in a package with other services (flight plus hotel, flight plus accommodation and meals, or accommodation and trips, or whatever other combination possible and accepted). The decision making process is broadly influenced and unbounded in the case of package choice. This kind of choice represents a double side winning process. In the first case, the travel agency promotes and sells more than one service, and in the second case, the buyer receives discounts for purchasing the entire package (or sometimes almost the entire), than buying the services separately. Package choice is also important for the industry collaboration process: food, transportation, agriculture.

Limited choice and bounded rationality presented remain the intrinsic characteristics influencing the decision making process. As already mentioned in this subchapter, any internal or external influence in making decisions bring alongside the unbounded decisions, some unconscious limited ones, either visible, or invisible (money, time, weather, friends, family, destination, and culture).

A consumer's decision to buy or not a particular good or service is the result of an extensive process, represented by all the preliminary acts and, after the time of purchase, of the thinking process with numerous loops and feed-backs, which scientists have tried to analyse the fragmentation stage.

2.3. Literature on nationality aspects

The objective of this section is to justify the need to study *different population*, with the hypothesis that they behave differently.

This chapter is structured as it follows: the introduction by the literature review, the cross-cultural variables, the factors of analysis of cross-cultural features, and the findings of different nationalities patterns. At the literature review level there will be analysed short highlighting of this topic, linking further new concepts of understanding the cross-cultural importance. The central cross-cultural study will enclose the variables or factors of different methods of analysis in developing typologies of tourist's behaviour from different nationalities.

The last part of this chapter is dedicated to the findings area, where will be highlighted the differences between nationalities.

Each *nationality* has own *culture* than can be subject of influence behaviour regarding the social, economic and environmental variables. Inter-cultural studies provide the model of analysing cultural differences between nationalities. The purpose of this section is to evaluate from a comparative point of view the cross-cultural studies on tourism behaviour regarding each nationality. Porter and Samovar's (1988) suggested through their model of intercultural communication the differences between cultures and members' nationality.

On the *literature review*, the *intercultural* studies represent a connection between the countries and the nationalities. Cross-cultural studies represent a change of cultural traits, considered as an intellectual form for changing behaviour, enlarging horizons; it represents a communication way at national and international level. Within the cross-cultural activity, intercultural communication represents a link between different nationalities, behaviours, values or beliefs.

Academic studies, in the first phase, regarding the *behaviourism of the traveller* and importance of cross-cultural concern, started from 1981 and were conducted by several authors: Berrol (1981), Richards et al. (1991), Prentice (1993), Bywater (1993), Davies and Prentice (1995), and Formica and Uysal (1998).

There was also an interesting approach by National Endowment of Arts (1995), who analysed territory and behaviour in the same line. Studies which analysed the *cultural potential* of a territory were also conducted by the Irish Tourist Board (1988), and Herrero (2007).

Further studies revealed new approaches regarding tourism behaviour and *cultural touristic potential* of a territory. Several authors identified new methods of analyse improving the existing ones. Pine and Gilmore (1999) studied tourists experience from different dimensions of nationalities. Bourdieu (1984) made the researches upon taste and distinction regarding cultural capital, based on surveys and later on in-depth interviews. He analysed the cultural potential from both sides, from the consumer and from territory potential. Picard (1996) combined the research on surveys and interviews with newly brochures, guides, internet research and academic documentation. Same work of style was adapted also by other several

authors: MacDonald (1997), McIntosh and Prentice (1999), Chhabra (2003) and McCartney and Osti (2007). Both qualitative and quantitative research methods used in cross-cultural tourism industry were developed and applied in 2007 by Richard and Wilson.

As technology rise its level of research (internet available studies, statistical programs, neuromarketing surviving methods, etc) and the marketing diversifies its methods of promotion (internet, brochures, commercials, guides, etc.), the analysing methods of cross-cultural studies of tourists becomes more and more diversified.

Variables that influence the cross-cultural analysis in tourism behaviour was mentioned first by authors like Nash (1978) and Tyagi (1990). They believed that the tourists, during their trips, exchanged own *values and culture*. The criterion for the analysis was based on nationality stereotypes.

“But, not all academic agreed with such segmentation. For example, Dann (1993) criticizes the practice of using nationality as a sole discriminating variable for explaining the differences found in the *behaviour of tourists*. Dann's criticism is based on four observations: first, the fuzzy nature of these variables, second, the globalization of the world, third, the cosmopolitan nature of generating societies and fourth, the pluralistic nature of receiving societies” (Pizam and Jeong, 1996:277).

Reisinger and Turner (2002) also used the segmentation in cross-cultural *tourist behaviour* depending on two variables: socio-economic and personal factors. The authors studied the shopping behaviour of the tourist and detected the interest for unique products, mainly the ones which are not found in hometown.

Later, Crofts and Litvin (2003) brought novelty to cross-cultural studies by revealing the relation between *personality and culture*. In authors' opinion, culture would be the determinant in choosing a vacation destination.

From other point of view, other analysis of *touristic behaviour* was made by Kim et al. (2006). The authors' hypothesis regarding cultural behaviour was related to the *destination* attractiveness.

On the other hand, Lee and Lee (2009) revealed the influence of *attitudes upon behaviour* in their research on Korean and Japanese tourists visiting Guam. The hypotheses developed were based on intercultural differences between those two nations.

Later, Cohen and Cohen (2012) analysed the cross-cultural phenomena that form *social trends* and change the nature of typology of tourists.

Other interpretation belongs to Herrero (2007), which based the academic work on cross-cultural *events* research.

“The findings of past research confirmed that variables such as tourist perceptions of a destination or hospitality businesses, satisfaction levels, demographic profiles and tourist activities may vary according to *countries of origin* (Armstrong et al., 1997; Calantone et al., 1989; Danaher and Arweiler, 1996; Huang et al., 1996; Richardson and Crompton, 1988). Such differences in customer *attitudes and behaviour* emphasise the importance of destination management exploring the feature of each customer group, segmenting tourism markets and releasing new marketing strategies that are appropriate for each market” (Kozak, 2002:221).

Variables of analysis of cross-cultural features included sociological factors, like age, gender, education, income etc., and specific travel behavioural factors like destination preference, length of stay, expenditure, motivations, perceptions etc. Within the models of analysis, the travel behaviour variables were more valued and used by practitioners.

Different *factors* may have an influence on destination choice, i.e. age, income, personality, cost, distance, risk and motivation (Crompton, 1979). “Of these, tourism literature emphasises the importance of both push and pull factors in shaping tourist motivations and in choosing vacation destinations” (Kozak, 2002:221).

The need to study cross-cultural tourism is related to *analysing methods* which were applied on cross-cultural research since 1981, from Berrol’s analysis of American population as cultural tourists. The variables that Berrol included in the research were related to *social factors* like education or civil status and variables related to *preference* (for repeated destinations).

Preference for a certain destination was also the key subject of analyse for authors like Holzner (1985), Sheldon and Fox (1988), Groetzbach (1988), Richards et al. (1991) and Coita and Nedelea (2006).

In the same regard, Holzner (1985) made a research also upon American traveller after the great expansion of technology, cities development and new economic forces. Beside the variables mentioned above, the author used in the analysis factors such as old versus new *preference destinations*, *accommodation* type or the level of *sociability* within a new era.

Accommodation was a factor of analyse also for Richards et al. (1991) and Coita and Nedelea (2006). Holzner's *sociability* was taken into account by other researchers too: Ritter (1987), Ibrahim (1991), and Pizam and Sussman (1995).

Ritter (1987) also developed a pattern of behaviour for Asian travellers compared with Europeans. He examined factors of behaviour related to travel party, length of stay, *preferred activities*, expenditure, and even *sociability* level.

Preferred activities represented a variable of analyse taken into consideration (among other factors) also by Groetzbach (1988). The author released a study upon European tourists and Arabian tourists, in revealing the real preferred destination. Groetzbach (1988) used in research variables like *nationality*, *preferred destinations*, *preferred activities*, expectations and perception.

Other interesting approach regarding factors like *nationality and preferred destination* was released in the same year by Sheldon and Fox (1988), who established their research on food preference of travellers as main reason in choosing a destination. The factors considered to be important were *nationality* (Japanese, American and Canadian), *preferred destinations*, quality of service/food and most of all the expenditure level. Hence, the relationship of the factor *price* versus factor *quality* generated the decision making process in choosing a certain destination.

Regarding *preferred destinations* variable, Richards et al. (1991) developed a formula of analyse traveller pattern, within the cultural tourism network research centre, ATLAS (tram-research, 2015). The researchers conducted important studies regarding the importance of understanding the behaviour of the tourists, their motivation and perceptions regarding the cultural attractions of European Union. The work of ATLAS researchers is based on conducting and interpreting questionnaires. The variables used in their studies regarding tourist's behaviour were related to: motivation, knowledge about a given list of cities (preferred

destination), the *activities preferred* to be taken in a vacation, accommodation type, expenditure, information sources; last, there were used some factors related to the personal profile of the respondent.

The *preferred activities* was also subject of analyse for Prentice (1993). The researcher analysed the profile of tourists in England. The variables used in research were based mainly on demographic factors and motivations. The author believed that demographic factors as being most important in determining the first profile of the tourists. Hence, factors like age, gender, education, income, social status, and lifestyle remained the main dissidents in designing a first pattern of a visitor. Other related factors in defining the tourists behaviour applied within 'motivation' variable, were the view/landscape attractiveness, the education and information related to the visited destination, and other motifs like relaxation, entertainment or exercise possibilities.

Also, in the respect of *preferred activities*, Formica and Uysal (1998) established the profile of the tourists from a festival from Italy. The research started in 1996 with Umbria Festival and continued in 1998 with Spoleto Festival. The delineated factors in their studies were first based on excitement, *socialisation*, entertainment, novelty, and family togetherness, and later, they added site novelty of the event and cultural attractiveness. The general factors upon the research was conducted were separated between behavioural, motivational and demographic factors.

The *socialisation* factor presented importance also for Pizam and Jeong (1996). The authors conducted in 1994 an interesting study regarding three nationalities: Japanese, Korean and American. Within this study there were involved 86 Korean touristic guides which carried out their activity in Korea. The guides were asked to complete surveys for each nationality involved in the experiment. The opinions, based on personal experience, were gathered by statistical programs and analysed further. The analysis variables were mainly divided in two categories: nationality and cultural behaviour. To test for the commonality among the 20 behavioural characteristics, a factor analysis was conducted. Factor analysis was employed in order to examine the underlying relationships among the 20 behavioural characteristics and to determine whether the information can be summarized in a smaller set of factors. This analysis

was conducted only through tour-guides perception about the tourists they interact with. The results of the study implied more data and tables.

Summarizing, the cross-cultural differences between the nationalities taken into consideration developed several characteristics that confirms the hypothesis according to which the nationality has influence among *cultural behaviour*; hence, there is a need to study each nationality as different population with having different culture.

Regarding *travel cultural behaviour* and *socialisation*, Ibrahim (1991) used Szalai (1972) instrument of study on a sample of Egyptians. The author analysed the leisure time spent by different nationalities. The variables encountered in this study were primarily related to social interaction, behaviour and expectations. Other factors taken into consideration were values, beliefs and assumptions.

A more complete set of *factors*, which included most of the factors presented above, was developed by Coita and Nedelea (2006). The authors concluded that analysis of travel behaviour must enclose two variables: social and (travel) behavioural.

Nationalities patterns of cross-cultural studies influence the role of national cultural characteristics in affecting tourist behaviour that has been investigated directly and indirectly. "Using the indirect method, social scientists have tried to describe and catalogue the various perceptions that residents and entrepreneurs in tourist communities have of tourists of various nationalities. By the direct method, researchers have tried to empirically discover what if any differences actually exist in the behaviour of tourists of various nationalities" (Pizam and Sussmann, 1995:901).

Concluding the above statements, the analysis of cross-cultural travel patterns of 11 mentioned academic authors, the complete analyse must consist of a merge of variables to be taken into account, like *sociological* factors and *touristic behavioural* patterns (see Table 5).

Table 5
Cross-cultural behavioural factors

Sociologic

- Age (Richards et al., 1991; Prentice, 1993; Formica and Uysal, 1998; Coita and Nedelea, 2006)
- Gender (Richards et al., 1991; Prentice, 1993; Coita and Nedelea, 2006)
- Nationality (Sheldon and Fox, 1988; Groetzbach, 1988; Coita and Nedelea, 2006)
- Residence (Richards et al., 1991)
- Religion (Ibrahim, 1991; Coita and Nedelea, 2006)
- Lifestyle (Prentice, 1993; Coita and Nedelea, 2006)
- Income (Richards et al., 1991; Prentice, 1993; Formica and Uysal, 1998; Coita and Nedelea, 2006)
- Civil status (Berrol, 1981; Formica and Uysal, 1998; Coita and Nedelea, 2006)
- Education (Berrol, 1981; Richards et al., 1991; Prentice, 1993; Coita and Nedelea, 2006)
- Occupation (Richards et al., 1991; Prentice, 1993; Coita and Nedelea, 2006)

Touristic

- Preferred touristic destination (Berrol, 1981; Holzner, 1985; Sheldon and Fox, 1988; Groetzbach, 1988; Richards et al., 1991; Coita and Nedelea, 2006)
- Home distance (Coita and Nedelea, 2006)
- Length of stay (Ritter, 1987; Pizam and Sussman, 1995; Coita and Nedelea, 2006)
- Transportation (Coita and Nedelea, 2006)
- Accommodation (Holzner, 1985; Richards et al., 1991; Coita and Nedelea, 2006)
- Quality of services (Sheldon and Fox, 1988)
- Information sources (Richards et al., 1991; Prentice, 1993; Coita and Nedelea, 2006)
- Knowledgeability (Pizam and Sussman, 1995)
- Planning (Pizam and Sussman, 1995; Coita and Nedelea, 2006)
- Booking (Coita and Nedelea, 2006)
- Visit frequency (Coita and Nedelea, 2006)
- Preferred activity (Ritter, 1987; Groetzbach, 1988; Richards et al., 1991; Prentice, 1993; Pizam and Sussman, 1995; Coita and Nedelea, 2006)
- Expenditure (Ritter, 1987; Sheldon and Fox, 1988; Richards et al., 1991; Coita and Nedelea, 2006)
- Travel group (Ritter, 1987; Pizam and Sussman, 1995; Formica and Uysal, 1998; Coita and Nedelea, 2006)
- Food preference (Pizam and Sussman, 1995)
- Home connection (Pizam and Sussman, 1995)
- Local and group interaction / sociability (Pizam and Sussman, 1995; Holzner, 1985; Ritter, 1987; Ibrahim, 1991;)
- Motivations (Richards et al., 1991; Prentice, 1993; Formica and Uysal, 1998; Coita and Nedelea, 2006)
- Attitudes, beliefs, perceptions, expectations (Coita and Nedelea, 2006; Groetzbach, 1988; Ibrahim, 1991; Prentice, 1993)

Source: Own elaboration based on selected authors

Hence, Richards (1991) developed in time more types of analysis and classification and concluded with more than one *typology of tourists*. Among all, it will be presented here the findings of Smith (2004) retrieved from Isaac (2008). There were developed two kinds of typologies of tourists: the post-tourist and the cultural tourist (see Table 6).

Table 6
Typology of tourists

The post-tourist	The cultural tourist
<ul style="list-style-type: none"> • Enjoy simulated experiences • Little differentiation between tourism, leisure and lifestyle • Acceptance that there is no true authentic experience • Treats the commodification of the tourist experience playfully • Ironic detachment from experiences • Little interest in differentiating between reality and fantasy • Interest in hyper-real experiences • Acceptance of representations 	<ul style="list-style-type: none"> • Keen on personal displacement and the notion of travelling • Actively seeking difference • Seeking objective authenticity in cultural experiences • Concerned with existential authenticity and enhancement of self • Earnest interaction with destination and inhabitants • May have idealised expectations of places and people • Interested in real experiences • Disdain for representations

Source: Smith (2004), cited in Isaac (2008)

Smith (2004) affirmed that the *typology of tourists* would depend largely on how cross-cultural tourism may be defined. However, the mentioned author suggested that many cultural tourists are orientated towards arts and heritage, and that some leisure and recreation activities would fall outside the definitions adopted. It was made a list, which provides a brief comparison of the perceived profile of both the post-tourist and the cultural tourist (Isaac, 2008).

Other classification belongs to Prentice (1993). The authors segmented the visitors from *United Kingdom* depending on two variables (motivations and demographic factors); along with this research, came out with five categories of *types of tourists*. The author concluded that the target group with preference for cultural tourism is divided into: educated tourist, professional

tourist, family or group tourist, schoolchildren tourists or nostalgia seekers. The qualities concluded could be taken separately or together.

On the other hand, academic literature gives a *typology* of *British* travellers. From Coita and Nedelea (2006) point of view, the British tourist is more and more complex in demands. He/she permits spending considerable sums of money for holiday and becomes more experimental. That is why he/she usually looks for qualitative vacations, and appreciates the following elements: weather, new cultures, local food and good prices. (Coita and Nedelea, 2006).

Regarding the European population's *patterns of travel behaviour* Groetzbach (1988) emitted some findings about the differences of behaviour with *Arabian* population. "*Everywhere the Oriental style of tourism was markedly less active, more leisurely and more socially gregarious than the European style. This is explained by the following cultural characteristics: narrow ties among an extended family wherein the elder members make the decision to go; the need for protection of the women which makes the family groups look for privacy in recreation and leisure; the segregation of both sexes in sport and play due to strict social norms which prevent many forms of activities found in Europe and America*" (Ritter, 1989:7).

Also, *Egyptian* travel behavioural *patterns* were translated by Ibrahim (1991) in the research through leisure time spent. The author also made comparison with the results obtained by Szalai (1972). "In comparing the results obtained in both studies Ibrahim found a significant variance in the amount of leisure time among nations. This ranged from a minimum of 200 minutes per day (mpd) for Hungary, to a maximum of 311 mpd for Yugoslavia, 310 mpd for USA, 309 mpd for Peru and 298 mpd for Egypt. Ibrahim suggested that this uneven distribution is not necessarily caused by economic factors, ie the difference in discretionary income, but also by the value system of a society. *Some value systems frown on leisure pursuits altogether (ie Puritan ethic) others may prohibit an activity that is universally accepted today (ie drinking in the Muslim world)*" (Pizam and Jeong, 1996:277).

Europeans, mainly the ones living in the West of the continent, were analysed by Ritter (1987) in contrast with the *Japanese* travellers. Ritter concluded that "*Japanese prefer to travel*

in groups and take short holidays only, while Europeans are more of individualists and fully use their holidays 2-4 weeks for long absences from home. Japanese come to a destination once there is an infrastructure for larger groups. They are neither pioneers nor adventurers. Both group travel and short term holidays can be traced to the cultural background of Japan. People there think of themselves less of individuals and more of being members of some group. A long vacation away from the group means painful separation and a danger to psychic well being. This example shows a national style of tourism which is extremely different from what is normal in Europe” (Ritter, 1989:4). The author also noted that Asian travellers have high expenditure level and prefer cultural routes, their sociability level with locals is very low and, they are usually attached to cultural attractions approached to their cultural identity.

Japanese’s travel behaviour was analysed also by Sheldon and Fox (1988), in a study that “examined the cross-cultural differences in the importance of food- service as a vacation choice, in comparison with US and Canadian visitors. It was found that Japanese differed considerably from *US and Canadian* visitors in their behaviour in preference with regard to 19 food services when on vacation” (Sheldon and Fox, 1988:9).

Findings related to *Japanese, Americans* and also *Koreans* travel behaviour were mentioned also in the studies of Pizam and Sussman (1995) and later Pizam and Jeong (1996). Their research revealed several approaches between nationalities but there were identified some differences between behavioural patterns. Out of the 20 behavioural characteristics, only two - 'Interact vs Socialize', and 'Authenticity vs Staging' - showed no significant differences between the three nationalities. In these respects, the tour-guides perceived that the Japanese, Americans and Koreans were all alike. On the other hand, the variables of 'Trip length', 'Food preference', 'Adventure-some vs Safe', 'Novelty vs Familiarity', 'Photographing' and 'Letter writing', showed differences between each nationality and all other nationalities. As far as these are concerned it is possible to conclude that the tour-guides perceived the Japanese, American and Korean tourists to be totally unlike each other. In the remaining 12, the data showed various differences between pairs of nationality groups ranging from 1 to 2 out of 3 possible pairs (Pizam and Jeong, 1996:277).

About *American* tourist behaviour, Holzner (1985) tried to determine in the research few interesting observations regarding most of all they desire of sociability. American tourists enjoy nature trips and individualism. They usually have a friendly behaviour looking for interaction with locals. Also, the American traveller prefers landscape trips more than vacation in organized groups.

Other author that analysed the American travelling style was Berrol (1981). The findings revealed the fact that American traveller are graduates, love to travel and usually they are singles.

Koreans, on the other hand, have been described as dissimilar to western travellers. They have been portrayed as having implacable loyalty to their socio-cultural identity and being unwilling to accept anything that has little in common with the Korean way of living. They insist on going to Korean restaurants while abroad, are fond of travelling to Asian countries that are based on Confucian Philosophy like Korea, and prefer to travel in groups rather than individually. They usually feel comfortable with cash in hand and tend to show off their cash and spend freely (Korean Bureau of Tourism, 1991:29).

Somehow different from Korean, *Italian* travellers were analysed in Formica and Uysal (1998) research. The authors revealed in their findings from both studies between 1996 and 1998, based on analyse of motivational factors mainly which were considered as being defining in outlining the characteristics of the visitor. Hence, they concluded for two classes of the event tourists: the enthusiasts and the moderates. The first category is characterised as being young, with low income and single; the second type is presented as an older person, being wealthy and married.

Different from Italians, the *Germans* represent the population considered to travel most from the European Union. They prefer short trips, last minute and all inclusive offers. They enjoy also travelling along with the family. More than 50% of the German tourists travel for relaxation and only 12% for cultural purposes. The decision making process is influenced first by the quality of the accommodation and then by the destination. 80% prefer on their trip to find a friendly atmosphere (Coita and Nedelea, 2006).

Hence, variables such as demographic factors, satisfaction level, motivations or perception are subject of influence regarding country of origin (Richardson and Crompton, 1988; Calantone et al., 1989; Huang et al., 1996; Danaher and Arweiler, 1996; Armstrong et al., 1997).

“The role of national cultural characteristics in affecting tourist behaviour has been investigated directly and indirectly. Using the indirect method, social scientists have tried to describe and catalogue the various perceptions that residents and entrepreneurs in tourist communities have of tourists of various nationalities. By the direct method, researchers have tried to empirically discover what if any differences actually exist in the behaviour of tourists of various nationalities. Boissevain and Inglott (1979) observed that the Maltese characterized Swedish tourists as misers, and French and Italians as excessively demanding. Pi-Sunyer (1977) found that Catalans stereotyped English tourists as stiff, socially conscious, honest, and dependable. Other studies found that residents of host destinations perceived the tourists to be different than themselves in a variety of behavioural characteristics and lifestyles” (Pizam and Sussmann, 1995:901).

“One of the most important aspects of successful international tourism development is to understand the cultural differences between international tourists and a host society. These differences are particularly related to cultural values and the needs and perceptions of international tourists and hosts. Hosts can regard tourism products and services as being satisfying for domestic tourists within a cultural context of a host society” (Reisinger and Turner, 2003:31).

CHAPTER 3

ABOUT TOURISTIC ROMANIA

To better understand the present study and analysis some relevant information about touristic Romania is necessary, such as location on Europe's map, climate, geography, population, culture and traditions, and also some aspects about main touristic destinations. The description of this section was mostly taken from Romanian National Tourist Office (romaniaturism.com, 2016).

"Authentic, Natural and Cultural are the words that best capture the essence of Romania, a dynamic country rich in history, arts and scenic beauty."



Official Name: Romania. The name "Romania" comes from the Latin word "Romanus" which means "citizen of the Roman Empire."

Location: (Southeastern) Central Europe. Romania is situated in the southeastern part of Central Europe and shares borders with Hungary to the northwest, Serbia to the southwest, Bulgaria to the south, the Black Sea to the southeast, Ukraine to the east and to the north and the Republic of Moldova to the east. Roughly the size of Oregon, Romania is the second largest country in the area, after Poland.

Population: About 19,500,000 people live in Romania. Ethnic breakdown is 89% Romanian 7.5% Hungarian, 1.9% Gypsy, German, Ukrainian, Armenian, Croatian, Serbian and Turkish. More than 55% of Romania's population lives in towns and cities.

Climate: Temperate, four distinct seasons, similar to north-eastern USA.

Geography: Romania's territory features splendid mountains, beautiful rolling hills, fertile plains and numerous rivers and lakes. About a third of the country consists of the Carpathian Mountains (also known as the Transylvanian Alps). Another third is hills and plateaus, rich with orchards and vineyards. The final third is a fertile plain, largely devoted to agriculture. The second largest underground glacier in Europe (in terms of volume) can be found in Transylvania - Romania. The 3500-year old Scarisoara glacier, located in the Bihor Mountains – 90 miles southwest of Cluj Napoca. It has a volume of 2,649,000 cubic feet (75,000 cubic meters). The 154-foot deep entrance shaft leads to some impressive ice structures, including spectacular 20 foot high ice stalagmites. Scarisoara ice-cave is open to the public.

Regarding the *physical features*, the mountains represent 31% of Romania's territory, hills and orchards are 36%, plains 33%, areas covered by rivers and lakes represent 3.7%, the total number of lakes is 3,500, the number of lakes that are greater than 250 acres is 300, the highest mountain peak is Moldoveanu Mt., having 8,349 ft. (2544 m.).

Special Interest: architecture, arts and crafts, Count Dracula Legend, Danube River Cruises, festivals and events, food and wine, genealogy searches, Jewish heritage, Saxon heritage, traditions and folklore, medical travel, shopping.

Romania is a year-round tourist destination. However, from the end of April to the beginning of July and from end of August to the end of October are the most popular sightseeing periods, with generally mild and pleasant temperatures. Summers can be hot especially in Southern Romania, including Bucharest, but along the Black Sea Coast, sea breezes offer moderate temperatures. The mountain resorts and higher elevation areas are warm and pleasant during summer. Winters can be very cold, especially in the mountains and snow is common throughout the country from December to mid-March. Skiers can usually enjoy their favourite sport in the Carpathian Mountain resorts from December until mid-April.

Largest cities. Romania's population lives in 320 cities and towns and 12,956 villages.



Figure 19 - Largest cities

Source: Romanian National Tourist Office (romaniaturism.com, 2016)

Did you know?

Today, Romania is the number nine wine producer in the world! 11 "indigenous" varieties of grapes that cannot be found anywhere else in the world are still produced by some wine growers.

According to the World Records Academy, The Palace of Parliament, located in Bucharest, is the world's largest and most expensive civil administration building in the world. It also ranks as the biggest office building in Europe (3.9 million square feet) and second-largest in the world, after the U.S. Pentagon. More than a million tons of marble, steel, crystal and wood have been used to build this palace.

Hollywood's original Tarzan was born in Freidorf - a suburb of the city of Timisoara, Romania. The Romanian city of Timisoara was the *first in Europe* to have electric street-lighting (in 1889). Timisoara was also the first European city to introduce horse-drawn trams, in 1869.

The movie *Cold Mountain* was filmed in Brasov, Romania. The city of Brasov (Transylvania) is home to the *largest gothic church*.

The Peles Castle was the *first European castle* entirely lit by electrical current. The real Dracula (*Vlad Draculea*) nicknamed Vlad Tepes was a Romanian prince and military leader who fought bravely against the invading Turkish army in the mid 1400's.

Bitdefender, one of the best antivirus / Internet security software suites - was developed by Romanian company Softwin.

Outstanding facts

Romanian inventor Traian Vuia was the first European to build and fly a fully self-propelled, fixed-wing 'automobile *airplane*' (March 18, 1906). The *jet engine* used by modern airplanes was invented by Bucharest-born inventor Henri Coanda. The first substance proved to have a normalizing effect on blood sugar levels - *pancreatine* (the predecessor of *insulin*) was discovered by Romanian physiologist, professor of medicine: Nicolae Paulescu. Romanian physician, biologist, and one of the earliest bacteriologists, Victor Babeş, discovered more than 50 germs and a cure for a disease named after him, "*Babesiosis*". Another Romanian biologist, Emil Palade, received the Nobel Prize for his contributions to *cell* biology. The birth of the *Theory of Sonics* can be considered the publication of the book 'A treatise on transmission of power by vibrations' in 1918 by the Romanian scientist George Constantinescu. Mathematician Ştefan Odobleja is regarded as the ideological father behind *cybernetics* – his work *The Consonantist Psychology* (Paris, 1938) was the main source of inspiration for N. Wiener's *Cybernetics* (Paris, 1948). In 1924, Romanian physicist Stefania Maracineanu was the first scientist who identified the phenomenon of artificial *radioactivity* and has demonstrated the first laboratory experiment proving the possibility to produce artificial nuclear radiation. Lazăr Edeleanu was the first chemist to synthesize amphetamine and also invented the modern method of refining *crude oil*. The first fountain *pen* was invented

by Craiova-born Petrace Poenaru (in May 1827). The well-known *Eiffel* Tower from Paris was built through a technic system invented by Romanian engineer Gheorghe Pănculescu. All the pieces needed came from Hunedoara County (1820-1889). Romanian *gymnast* Nadia Comaneci was the first to achieve a perfect routine and get the first score of 10.00 in the history of gymnastics, during the Olympics in Montreal (1976). Other world renowned Romanian artists include Constantin Brancusi (1876 - 1957) — the artist whose works redefined *sculpture*, the most important sculptor of the Twentieth-Century, the *writer* Eugen Ionesco, pan *flute* virtuoso Gheorghe Zamfir and *musician* George Enescu.

Regarding the *main attractions*, it can be enumerated the Black Sea, Castles and Fortresses, Danube Delta, medieval towns, Carpathian mountains, painted monasteries, traditional villages, medical spas or UNESCO's world heritage sites.

Black Sea Resorts. Warm climate, miles of sand beaches, ancient monuments, vineyards and modern resorts invite travellers to seriously consider Romania's Black Sea Coast as their summer vacation destination. Beaches, stretching from Mangalia to Mamaia, are dotted with fine resorts and hotels, and countless sports and entertainment facilities. Romania's main sea resorts are centred on 45 miles of fine sand beaches. The Black Sea coast has long been known for cures of arthritic, rheumatic, internal and nervous disorders. Eforie Nord and Mangalia Spas specialize in mud baths (the mud is taken from the area's salty lake waters) as well as in world famous "Gerovital" and "Aslavital" original rejuvenation treatments. Vacationers at Romania's Black Sea Coast can also join organized trips from the seaside to a number of locations in the country, including the Danube Delta, the painted monasteries of Bucovina, to the nation's capital city, Bucharest, or to nearby Bulgaria, Greece and Turkey.



Castles and Fortresses. Romania's collection of castles and fortresses perhaps best illustrates the rich medieval heritage of the country. As a result of almost nine centuries of Saxon presence, Transylvania, located in central Romania, claims a cultural and architectural heritage

unique in Europe. This region is home to nearly 200 Saxon villages, churches and fortifications built between the 13th and 15th centuries. Seven of the fortified Saxon churches (in *Biertan, Calnic, Darjiu, Prejmer, Saschiz, Valea Viilor, and Viscri*) were designated by UNESCO as World Heritage Sites. A visit to these quaint villages, placed amidst lush farmland and green rolling hills, will give a taste of the long-gone medieval times.

Danube Delta. The legendary Danube River ends its eight-country journey at the Black Sea, after forming one of the largest and most biodiverse wetlands in the world, the Danube Delta. The mighty Danube River flows 1,788 miles from its springs in Germany's Black Forest to the Black Sea. Just before reaching the sea, it



forms the Danube Delta - second largest and best preserved in Europe – 2,200 square miles of rivers, canals, marshes, tree-fringed lakes and reed islands. The Danube Delta is a wildlife enthusiast's paradise (especially a bird watcher's). It is home to the world's largest reed bed and hosts rare species of plants and animals, including endangered sturgeon, otters, wildcats and European mink.



Medieval Towns. Central Romania encompasses what is popularly known as Transylvania – a place that immediately brings to mind the legend of Count Dracula. While the legend is certainly intriguing and a genuine tourist attraction, the region has much more to offer. Some

of Europe's best-preserved medieval towns, most notably Sighisoara, Brasov and Sibiu, are located here.

The Carpathian Mountains. The Carpathian Mountains traverse the centre of the country bordered on both sides by foothills and finally the great plains of the outer rim. Forests cover over one quarter of the country and the fauna is one of the richest in Europe including bears, deer, lynx, chamois and wolves.



The Carpathian Mountains are home to one of the largest undisturbed forests in Europe. 400 unique species of mammals, including the Carpathian chamois, call the Carpathian Mountains home. 60% of European brown bear population lives in the Carpathian Mountains.

Some 1,350 floral species have been recorded in Romania's Carpathian Mountains, including the yellow poppy, Transylvanian columbine, saxifrage and edelweiss. The Carpathian Chamois (*Capra Neagra*) - indigenous to Carpathian Mountains of Romania - is the largest of the species. Inside the old Turda Salt Mines (Salina Turda) located in Transylvania, Romania, stands the world's largest salt mine museum. Originally established in the 17th century, the massive mines were formed completely by hand and machine rather than by using explosives. Visitors are invited to descend as far down as almost 400 feet into the Earth in order to witness the history of the trade.

Adventurers and wildlife enthusiasts who hear the call of the wild can add these unique experiences to the top of their activities list: potting wild egrets, Dalmatian pelicans, glossy ibises or some other 300 species of birds in the Danube Delta; rock climbing the unusual-shaped rocks *Pietrele Doamnei* in the Rarau Mountains; visiting the Scarisoara ice cave in the Apuseni Nature Park – the 153.6 ft. deep entrance shaft leads to some impressive ice structures, including spectacular six meters high ice stalagmites; exploring the Berca mud volcanoes near Buzau – a stark lunar landscape of erupting mud; taking the *Sky Highway* challenge — a trek around the Capra glacier lake in the Fagaras Mountains; paddling

through the frothy waves of the Crisul Repede and Bistrita rivers; trekking Retezat, the rockiest mountain massif of the country, home to more than 80 glacial lakes and over three hundred flower species; watching wolves at play in the natural park of Vanatori-Neamt in the Stanisoara Mountains, once the hunting ground of Stephen the Great; horse riding in the Calimani National Park, renowned for its volcanic bizarre shapes, traces of old craters, and the largest volcanic caldera in Carpathians; completing an exciting multi-day hike along the main ridge of the Fagaras Mountains - one of the longest continuous high mountain traverses in Europe, taking over three of Romania's highest peaks (Moldoveanu - 8,346 ft.; Negoiu - 8,317 ft.; and Vistea Mare - 8,291 ft.).

The Painted Monasteries. Among the most picturesque treasures of Romania are the Painted Monasteries of Bucovina (*in north-eastern Romania*). Their painted exterior walls are decorated with elaborate 15th and 16th century frescoes featuring portraits of saints and prophets, scenes from the life of Jesus, images of angels and demons, and heaven and hell. Deemed masterpieces of Byzantine art, these churches are one-of-a-kind architectural sites in Europe.

Medical Spas were started by Romans and are unique in Europe. Today Romania's 70 natural spas provide relief for many medical disorders and illnesses including rheumatism, endocrine, kidney, liver, respiratory, heart, stomach and nervous diseases as well as nutrition, metabolism and gynecological disorders. Romania is home to more than one third of Europe's mineral and thermal springs. Natural factors are complemented — under attentive medical care — by physiotherapy, acupuncture, electrotherapy and medicines produced from plants.

Traditional Villages. In villages and in the countryside, on lands dominated by ancestral castles, old fortresses and peaceful monasteries, life moves a little slower and follows ancient rhythms of tradition and culture. It's not unusual to see a farmer bringing his fruits to the marketplace in a horse drawn wagon or to encounter a village festival where the locals perform ancient rites of planting and harvest dressed in colourful traditional costumes. Cold, pure well water beckons the thirsty traveller from the roadside. Men kiss women's hands in a courtly greeting unchanged for hundreds of years. Lush vineyards, first planted by Dacians – ancient inhabitants of Romania, yield fine wines.

World Heritage Sites. The western half of Walachia (Southern Romania) is endowed with spectacular monasteries, thermal-spring spas, and charming villages set at the foothills of the Carpathian Mountains. Continue the trip along the Olt River Valley and discover Transylvania's forest-covered slopes, unspoiled landscapes, quaint villages, and fortified churches. In north-eastern Romania, make time for Bucovina's painted monasteries, with their magnificent 15th-century frescoes, which are unique in the world. Cross the Prislop Pass into Maramures, famous for its hand-hewn wooden architecture and its unique tall-spire churches with double roofs.

Romania's UNESCO World Heritage Sites: monastery of Horezu, medieval fortified churches of Transylvania, historic centre of Sighisoara, painted monasteries of Bucovina, wooden churches of Maramures, dacian fortresses of the Orastie Mountains (Sarmisegetusa Regia).”

Regarding the *impact of tourism industry* on Romanian economy, the direct contribution of the tourism industry to the global economy was in 2013, according to the World Travel and Tourism Council, of 2, 2 billion dollars in the gross domestic product (representing an increase of 3,1%) and 101 million jobs. Furthermore, the influence generated by this activity has increased the total tourism contribution in 2013 (direct + indirect + induced) to 7 thousand million dollars (larger by 3% compared to the precedent year), respectively 266 million jobs. Considering the macroeconomic level, at an absolute level, Romania is the 60th touristic economy in the world (World Travel and Tourism Council, 2014a). At a relative level Romania is the 154th world tourist economy. If at the evolution level estimated for this year by the Council, Romania is on the 68th place.

The direct contribution of tourism industry in Romania has been over 3 thousand million dollars in 2013, being in a slow uptrend in the last 10 years, evolution that will continue in the following period as well. However, the travel industry total contribution, although it was almost 10 thousand million dollars in 2013, was inferior to that registered in 2007, the year Romania joined the European Union.

It has to be mentioned that in 2024 in Romania the direct, indirect and induced tourism generated by GDP is forecasted to be the double of that of 2004, on absolute value. Concerning the number of jobs generated by the tourism industry, is seen a decline of the direct and

indirect tourism employees in 2013 compared with 2007, followed by an absolute increase, according to the forecasts for next year and the projections for the next ten years.

Furthermore, although in 2009 and 2011 Romania has increased the touristic competitiveness, the World Economic Forum report from last year shows a step backwards – the decrease of the global index and position, the degradation of the legislative framework, of the business environment and of infrastructure. Thus, the negative elements are price competitiveness and transport infrastructure and specifically the touristic infrastructure and, respectively the position occupied by tourism as a priority (Bulin et al., 2014:172).

METHODOLOGY

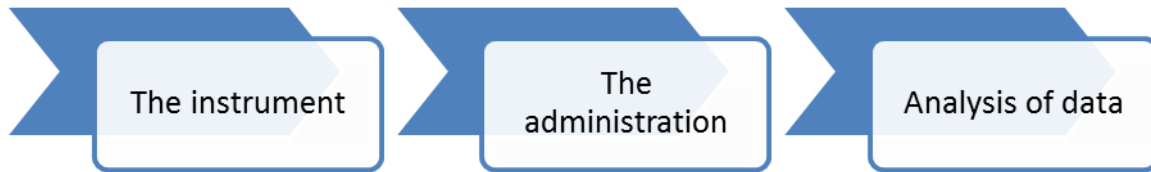


Figure 20 - Structure of chapter 3

Source: Own elaboration

The topic of consumer behaviour has been studied by several disciplines (psychology, sociology, marketing, economy), and received attention from many authors such as Kotler (2008) or Engel, et al. (1986). Tourism behaviour, considering the Romanian nationality, represented a discipline with few interpretations from academic literature (except Dumitras, 2008, or Mazilu, et al., 2010). There has not been yet made a consistent study about tourist behaviour of Romanians, thus, this is the focus of this study. Hence, the main research question is: do Romanian tourists behave differently inlands and abroad?

This chapter is structured simply, beginning with the description of the instruments of the research, continuing with the presentation of the administration and ending with the analysis of the data presented, including the reliability. This section aims to be like an executive summary of the next chapter regarding the observed results.

Data is like garbage. You had better know what you are going to do with it before you collect it.

Mark Twain

3.1. The instrument

In order to develop the theoretical aspects previously mentioned, an exploratory analysis will be presented. The methodology used is based on research methods for quantitative data analysis. The sample was analysed through stratified sampling testing method. This one is a commonly used probability method that is superior to random sampling because it reduces sampling error. It has been chosen to use the quantitative analysing method, because quantitative methods of data analysis can be of great value to the researcher who is attempting to draw meaningful results from a large body data. The main beneficial aspect is that it provides the means to separate out the large number of confounding factors that often obscure the main qualitative findings (Abeyasekera, 2015:1).

Quantitative analysis of behaviour uses quantitative models in the experimental analysis of behaviour. The parameters in the models have theoretical meaning beyond being used to fit models to data. The field was founded by Richard Herrnstein (1961) (wikipedia.org, 2016). The investigation methods from this thesis were based also on the analyses of influential researchers in quantitative analysis like Robyn Dawes (human judgement), William Kaye Estes (stimulus-response strategies), and Herbert A. Simon (bounded rationality). Hence, the evaluation of behaviour is more suitable in studying the consumer behaviour with the quantitative methods (Amaratunga, 2002). Other author that pleaded for quantitative statistical analysis of consumer and tourism behaviour is Walle (1996), and noted that consumer behaviour is a discipline closely allied with marketing (a discipline which is profoundly important to tourism (Walle 1996:876).

The questionnaire (see *Appendix*) from this research was constructed on the influences of variables in travel behaviour (Nunko and Gursoy, 2011). Practically, it was formed a team of sociology experts, academics and researchers. The selected questionnaire was performed by the National Foundation of Young Managers team. The results obtained were entered and processed through the main software used, the IBM SPSS STATISTICS MS Windows 17.0, and Excel 2007.

The statistical analysis measured the relationship between the variables analysed, testing for correlations among variables, and applying segmentation methods in order to

determine tourist profiles. Hypothesis testing methods allowed getting answers to the research questions formulated in a previous section.

The questionnaire is structured into three main parts. First part collected individual socio-demographical information about the following indicators: gender, age, civil status, number of family members, education level, occupational status, income level, and residential area (Pretince, 1993).

Second part (12 questions) analysed the touristic preferences for domestic travels and abroad trips, such as: type of departure, and length of stay. This section examined the preferences for three destinations from Romania and three abroad destinations, in which were investigated choices regarding the accommodation, overnighting, and level of comfort (Dichter, 1960).

Third part (24 questions with one or more possible answers) provided information from the past vacation taken in Romania. The last holiday mentioned must have been taken in a time distance of no more than 3 years. Variables analysed in this section are related to preferred area for vacation, accommodation preferences, motivations in choosing a destination (Kahnemann, 2002 and Bettman, 1979), the decision maker, the travel group, organizer, transportation and displacement, information sources used (Sparks and Pan, 2009), activities options on holiday (Schwartz, 2004), aspects valued on vacation, price appreciation, vacation budget, returning and recommendation factors (Nunko and Gursoy, 2011).

3.2. The administration

The data used in this research permit a complex statistical analysis. The information from this study is collected through the strategic national project titled "Tourism entrepreneurs" co-financed by the European Social Found (POS DRU/92/3.1/S/64346). This project was coordinated by the National Foundation of Young Managers together with the Asociación Agraria de Jóvenes Agricultores de Almeria, Spain (ASAJA), and the National Association of Rural Ecological and Cultural Tourism (ANTREC), Romania.

Developed between February 2011 and January 2013, the goal of this market intelligence study is to develop a model of consumer's behavioural patterns for the Romanian tourist. The model will be developed through buying tendencies, involving different existential characteristics like: social variables, past touristic preferences (inlands and abroad), and future touristic plans.

A survey is conducted. A sample of answers of 5,600 Romanian tourists overnighing at least one time in the last 12 months is obtained between October-November 2011. The sample is probabilistic, stratified, two-staged, and representative of the adult population in urban areas in Romania, with a margin of error of +/- 1.3% at a confidence level of 95%.

From the total of 320 cities of the 41 counties from Romania, 163 cities were randomly chosen. The number of sampled population was proportional with the city dimension, according to data provided by the National Institute of Statistics of Romania, as follows: cities with more than 200.000 population: 26,7 %; cities with population between 100.000 and 200.000: 22 %; cities with population between 30.000 and 100.000: 16,7 %; cities with less than 30.000 population: 34,6 %.

Administration. The main stratum used in this research consisted in the population with ages lowest thru 21 and more than 65 years old. The targeted tourists (Dean, 1994), between 21 and 51 years old, have grown up during the near post and communist period, facing limited travelling possibilities, became open-border tourists after 1989 and, later on, so-called „real” tourists, since Romania has entered the European Union in 2007. Another reason for selecting this age range is the fact that, between 30 and 50 years of age, individuals are supposed to have a free will which ensures their capacity of making their own decisions and choices with independence from family or relatives.

The research was performed face-to-face or by phone. The choice criterion of the respondents was randomly probabilistic. The subjects were announced that their implication is voluntary. The participants were not informed about the main purpose of the study (determine a behavioural model) in order for the results not to be influenced.

Table 7
Methodological summary of the study

Geographical area	Almost equal proportions for each of the 8 regional areas of Romania: 320 cities of the 41 counties from Romania, 163 cities were randomly chosen.
Main business sector	Tourism
Country	Romania
Collaboration with companies	1. National Foundation of Young Managers (Romania) 2. National Association of Rural Ecological and Cultural Tourism (Romania) 3. Asociación Agraria de Jóvenes Agricultores de Almeria, Spain
Segment of respondents	5600 subjects of Romanian nationality
Document	Questionnaire
Type of collection	Face by face or by phone
IT program used	IBM SPSS 17
Medium time for a questionnaire	30 minutes
Start date	October 2011
End date	November 2011
End of the analysis	January 2013

Source: Own elaboration

3.3. Analysis of data

The goodness of fit of a statistical model describes how well it fits a set of observations. Measures of goodness of fit typically summarize the discrepancy between observed values and the values expected under the model in question. Such measures can be used in statistical hypothesis testing, e.g. to test whether two samples are drawn from identical distributions (see Kolmogorov–Smirnov test), or whether outcome frequencies follow a specified distribution (see Pearson's chi-squared test). In assessing whether a given distribution is suited to a data-set, the Chi-squared test and its underlying measures of fit had been used (Greenwood and Nikulin, 1996). Other measure of fit used was the likelihood ratio test statistic, a measure of the

goodness of fit of a model, judged by whether an expanded form of the model provides a substantially improved fit (wikipedia.org, 2016).

Considering this theories, reliability tests had been conducted. There have been evaluated the frequencies for each question and answer. Hereafter, a descriptive statistics analyse was conducted. There was analysed the relationship between socio-demographical characteristics and travel variables, through the examination of the Chi-square tests results, and a bi-variation analysis of groups and variables. Although every single variable was analysed, next mentions will be related to most important findings. Into the socio-demographic analyse all variables analysed showed correlation, except between gender and number of family members. Regarding the preferred type of departure, measures of goodness of fit registered a discrepancy in relationship with gender (for annual leave and weekends), with civil status (all except annual leave), with education (business trips and treatment leave), occupation and age (for treatment leave) and with number of family members (for all types of departures).

The chi-square test showed reliable the relationship between trips taken in Romania and all socio-demographic variables, except for gender (in first region chosen) and number of family members (for second region chosen). Considering the abroad preferences, the number of family members was the main variable that was observed as no correlated with any of the travel characteristics. The likelihood ratio test statistic provided substantial information for the model behaviour of travel experiences inlands in relationship mostly with age, occupation, residential area and income level. The Pearson correlation within the bi-variation analysis registered mostly weak associations between variables. High dependence was observed only for association of different types of accommodation from preferred regions for vacation.

The purpose was represented by the interpretation of data regarding the preferences and motivations of Romanian tourists in domestic and international travels and the model of behaviour resulted from this investigation.

Summarizing the variables used as instrument in this study, Table 9, representing the main variables mentioned and also identified by academic authors, was developed.

Table 8

Academic approach of the variables used in the context of the analysis

Nr. Crt.	Variables	Representation symbol	Author (year)
1.	Socio-demographic	Gender, age, civil status, number of family members, education, occupation, income, residential area	Giuliano (2003); Anable (2005); Boarnet and Sarmiento (1998); Newbold (2005); Best and Landzendorf (2005); Lanquar (1981); Kotler (1997, 1999); Baloglu and McCleary (1999); Perner (2010); Heuer (1999)
2.	Travel need	Perception	Gunn (1988); Kotler (1999); Dubois and Jolibert (2007); Heuer (1999); Simon (1959); Woods et al. (2002); Bugelski and Alampay (1961); Moutinho (1987)
3.	Information search	Search for information	Camprubi et. al (2009); Tapachai and Waryszak (2000); Gunn (1972, 1988); Diener and Biswas-Diener (2008); Baloglu and McCleary (1999); Brighton and Gigerenzer (2012)
4.	Choice and decision	Period of time and type of trip / <i>choice</i> Past destination / preference	Kahneman and Tversky (2002); McKinnon (2007); Boardnet and Crane (2001); Boarnet and Sarmiento (1998); Gunn (1988); Moutinho (2011); Miossec (1977); Baloglu and McCleary (1999); Woodside and Lysonski (1989)
5.	Travel preparation	Length of stay Accommodation preference Activities preference The decision maker Expenditure level	Lanquer (1981); Moutinho (1993); Dimanche and Havitz (1995); Mill and Morrison (2002); Riley et. al (2001); Schiffman et. al (2007); Mathieson and Wall (1982)
6.	Return (evaluation, learning and recommendation)	Satisfaction level Future destination/ repetition	Woodside and Lysonski (1989); Moutinho (1987); Gilbert and Abdullah (2004); Nawijn (2011); Sirgy et al. (2011); Nawijn and Mitas (2011); Bettman (1979)
7.	Motivation	Preferences	Boardnet and Crane (2001); Boarnet and Sarmiento (1998); Kotler (1999); Bettman (1979); Osgood (1955); Festinger (1957); Boier (1994); Rehmet and Dinnie (2013); Dubois and Joilet (2007); Bourdieu (2005)

Source: Own elaboration

As it can be noticed in the Table 8, preferences and perception are the main factors that underline the steps in the buying behaviour model.

[Socio-demographic factors]

Giuliano (2003) analysed the behaviour of the American and English population. He revealed the fact that a high influence on travel behaviour is due to gender, age and income. A

similarity to these findings was observed in Anable's (2005) study of travel predicted behaviour. It concluded that behaviour (based on attitude) and habits (created in environment) gain significance on predicting the behaviour of tourists.

Boarnet and Sarmiento (1998) agreed with Newbold (2005) in respect of the socio-demographic usage in the analysis of travel behaviour. Newbold constructed a travel pattern based mainly on *age* as a dependent variable, contrary to Boarnet and Sarmiento (1998) who used *gender* as the most significant factor of analysis, correlated to the type of trip preferred. Similarly to Boarnet and Sarmiento (1998), the *gender* variable was cross-correlated with the type of trip also by Best and Landzendorf (2005). Their study registered a high significance on this type of correlation, on the one hand, but no significance regarding the correlation between gender and number of trips, on the other hand.

In this research study, contrary to Sarmiento (1998), the gender, as a socio-demographic variable, did not register significance in correlation with destination preference, type and reason of travel, accommodation preference, or length of stay (last factor mentioned being in a direct correlation with the age variable).

[Travel need vs. Perception]

Within the *travel need* stage there was allocated the feeling of *perception*, because this stage is associated with the *organic image* (Gunn, 1988). In this research-thesis, the largest number of respondents said that before making a decision to travel and searching for information, the need for travel was associated to a perception for a certain destination (or a number of destinations from which to choose). The perception in the travel need stage was remarkably developed by Gunn (1972, and 1988). He noted that the travel need represented the beginning of the trip in searching for information, and was slightly changed by the next stage, represented by the induced image in searching for information. What was not analysed by Gunn (1988) in this stage was the power of the mental machinery, developed by Simon (1959). He noted that *perception is a resemblance of reality*.

[Information search]

The importance of searching for information was detailed in tourism by Baloglu and McCleary (1999). They underlined the fact that evaluation and induced image is a result of

correlation between the types of *information* received, the level of education and the age variable.

In this study, the information search represented the first step in influencing the decision making, in correlation with the socio-demographic variables. A percentage of 22% of the total number of respondents noted that their primary source of information was the internet. The fewest subjects declared their information *sources* as being tourism fairs or discount sites. Regarding the socio-demographic conditions, men under 45 prefer searching engines as primarily information source when choosing a travel destination.

[Choice and decision – time span, type of trip preferred, and past destination selection]

In this study, the length of stay correlated with reason/ type of trip preference and with education level, registered 5.4% significance. In the same respect, the length of stay, reason/ type of trip and past destination preferences, correlated with significant socio-demographic variables such as age, civil status, education and income, allowed to determine the first profile of the Romanian traveller.

In the process of choosing the best *alternative* which is considered as being rational and accepted for decision making, the Romanian tourist is defined as being *young traveller* (under 25), not married, with preference for short trips, travelling on South, West or Centre of Europe. The second type of Romanian tourist is called *middle career traveller*. He is aged between 30 and 50, married and prefers long holidays in the North-Eastern region of Romania. The third type of traveller is the *old traveller*, of over 50 whose choices show a propensity for healthcare tourism.

Other researches who also studied the choice and *decision* in tourism industry were Kahneman and Tversky (2002) – who looked at rational choice in decision making, Gunn (1988) – who wrote about life cycle of tourism, Moutinho (2011), and Miossec (1977).

Boarnet and Sarmiento (1998) shows that socio-demographic variables, especially gender, present a high rate of significance regarding the *type of trip preferred*. Also, they noted in their study a low level of significance in the correlation between the land use and travel behaviour.

Later, by 2001, Boarnet and Crane contradicted the above research results suggesting that the *type of trip*, land use and travel design proposals are factors of decision regarding the *preference* for travel activities. Also, the authors noted that a high *influence* on travel behaviour is owed to the preference for travel activities.

[Travel preparation – length of stay, accommodation preference, activities preference, and expenditure]

The length of stay and the accommodation *preferences* correlated with socio-demographic variables such as age and civil status revealed 5.7% significance. In this correlation, income revealed no significance. A surprising situation was registered in the correlation between the length of stay and age. It revealed the fact that the length of stay preference rises with the age. In the same regard, the length of stay correlated with educational level registered an unexpected interdependence. Hence, for the Romanian tourist, when the education level rises, the preference for longer stays drops.

Similar to findings, Lanquar (1981) developed a classification of tourists. In identifying the types of travellers, he also correlated the variables such as accommodation *preferences* and income. Other authors who used the activity preference, and travel preparation factors in revealing models of buying behaviour in tourism were Moutinho (1993), Dimanche et al. (1993) or Mathieson and Wall (1982). As to the Romanian tourists, and their preferences for certain activities during vacation, 40% of the subjects responded that beach tourism is their main preference.

[Return – evaluation, satisfaction-learning and recommendation]

Moutinho (1987) and Gunn (1988) developed in their models of buying behaviour the satisfaction stage. Other authors who explained the importance of *satisfaction* analysis in the returning stage of the tourism life cycle were Gartner (1993) or Bettman (1979). The latter author mentioned has also shed light on the importance of *learning* for future destination choice. In this study, more than half of the subjects responded their preferences did not changed, regarding past and future destination choices.

[Motivation, perception and preference]

The motivation represented an important factor in Romanian's tourist decision making process. A percentage of 42% of the subjects declared that they were firstly motivated in choosing a certain type of accommodation by the quality-price ratio. Also, a percentage of 44% declared that accessible price represented their first *motivation* in choosing a holiday destination.

In this regard, the motivational factor was also analysed by Bettman (1979) or Boier (1994). The latter argued that motivation, along with needs, self-image and preferences, represent personal factors in touristic *decision making*, contrary to Bettman (1979) who claimed that motivation represented a single stage in the *Information Processing Model of Consumer Choice*.

Finalising, it may be concluded that a type of behaviour (e.g. travel behaviour) can be determined only after taking into consideration the variables that define the subjects analysed, such as social variables and psychological ones, correlated with the demands and specific acknowledged travel variables.

CHAPTER 4

RESULTS

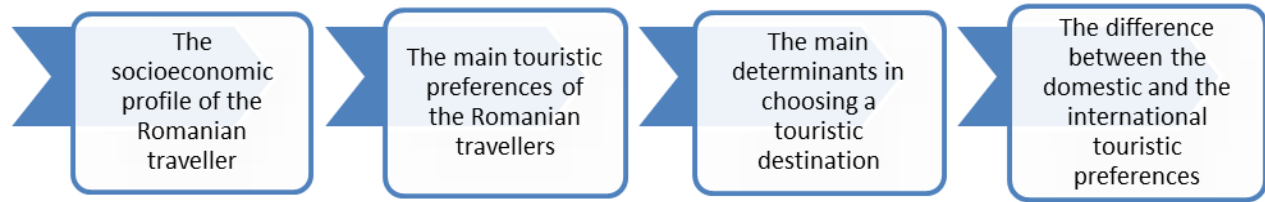


Figure 21 - Structure of chapter 4

Source: Own elaboration

This chapter aims to reveal the findings of this doctoral thesis. The results are developed sequentially. Each section provides information regarding the profile of the Romanian tourists, starting with the socioeconomic profile, and continuing with the profile of Romanian tourists in Romania (analysed through preferences for type of holiday, location and accommodation, and main determinants in choosing a touristic destination). This chapter will be concluded by highlighting the differences between the domestic and international touristic preferences.

"If you torture the data long enough, it will confess."

Ronald H. Coase

4.1. The socioeconomic profile of the Romanian traveller

This section is developed into two main parts. First part is dedicated to the general findings regarding the socio-economical characteristics of the Romanian traveller. Into this part there will be analyzed variables such as gender, age, civil status, educational level, number of family members, occupational status, income level and residential area. In order to develop a clearer view of the socio-economical profile, the second part will develop the relationship between those social variables.

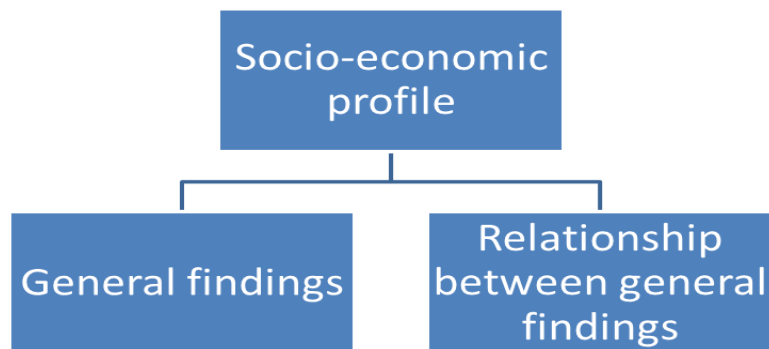


Figure 22 - Structure of section 4.1.

Source: Own elaboration

4.1.1. General findings of the socio-demographic characteristics

The sampled population was represented by subjects living in cities and experienced at least one trip in the past year. In order to create a social profile of the Romanian tourist, some socio-demographic variables were used, such as: gender, age, number of family members, monthly income, civil status, educational level, occupational status and residential area.

[Gender] All of the 5600 subjects declared their *gender*. Hence, statistics developed that most of the subjects (62.1%) are female respondents and 37.9% are male respondents (see *Figure 23 The socio-economic profile of the tourist*). The gender allocation percentage lays in corroboration with the last statistical data published by the National Institute of Statistics from

Romania, revealing the fact that female population is in higher percentage than male population (year 2011).

[Age] The age of the 5600 subjects varied from 18 years old until 86 years old. A percentage of 55.1% of the respondents were registered as having ages between 22 and 40 years old. The mean of the ages was 36.03 (see Table 9).

Table 9
Age descriptive statistics

N	Valid	5600
	Missing	0
Mean		36.03
Median		35.00
Mode		18
Std. Deviation		12.482
Minimum		18
Maximum		86

Source: Own elaboration

The *Age descriptive* table shows that there are 5600 valid cases (N), and no missing values. The Mean (36.03) is situated far in values from Std. Deviation (12.482). This fact represents a high standard deviation; hence, the age values are spread out over a wide range of different answers.

[Number of family members] From 5600 subjects, 5028 of them declared their number of family members. Two thirds of the subjects (67.6%) stated to have between 3 and 5 members. Almost half of this percentage (30.8%) affirmed of having between 1 and 2 members.

[The last month family budget (RON)] A number of 4498 subjects revealed their last month family budget. Almost half of the subjects (45.7%) stated of having between 2001 and 4000 Ron (between 476 Euros and 952 Euros) as last month income. The fewest percentages (9.8%) were detected among the lowest incomes, below 1000 Ron (238 Euros) and highest income, above 4000 Ron (952 Euros). The Mean (average) of the incomes was 2650.05 Ron (631 Euros). The central tendency of the incomes (median) was 2500 Ron (595 Euros). The most declared amount of money was 2000 Ron (476 Euros). Standard deviation was 2126.371.

Compared to the Mean (2650.05) the conclusion is that there is a low standard deviation so the amount of incomes declared are relatively on the same average (see Table 10).

Table 10
Monthly budget descriptive statistics

Valid	4498
Missing	1102
Mean	2650.05
Median	2500.00
Mode	2000
Std. Deviation	2126.371
Minimum	20
Maximum	60000

Source: Own elaboration

[Civil status] More than half of the subjects (57.4%) revealed their civil status as married. The lowest percentage regarding the civil status was found among the widow persons (2.1%).

[Educational level] All of the 5600 subjects declared as having one type of education. Among them the highest percentage (38.9%) affirmed of having faculty studies. The lowest percentages were registered for primary school (0.3%) and PhD graduates (0.9%). An interesting conclusion could be extracted from the fact that high-school graduates (35.4%) are in close percentage with higher degree graduates (38.9%).

[Occupational status] The highest percentage of the subjects (41.8%) revealed to have occupation where leadership skills are needed. The lowest percentage, of only 2.2%, was found among the unemployed persons. Other important relatively high percentage of 25.5% was observed among subjects with no leadership position needed in their occupation. The category of student (or pupil) tourists was observed at a level of 15.5% of 5600. The percentage of retired people accumulated 6.8%.

[The residential area of the subjects] Most of the subjects are almost equal represented in each county (14.3%).

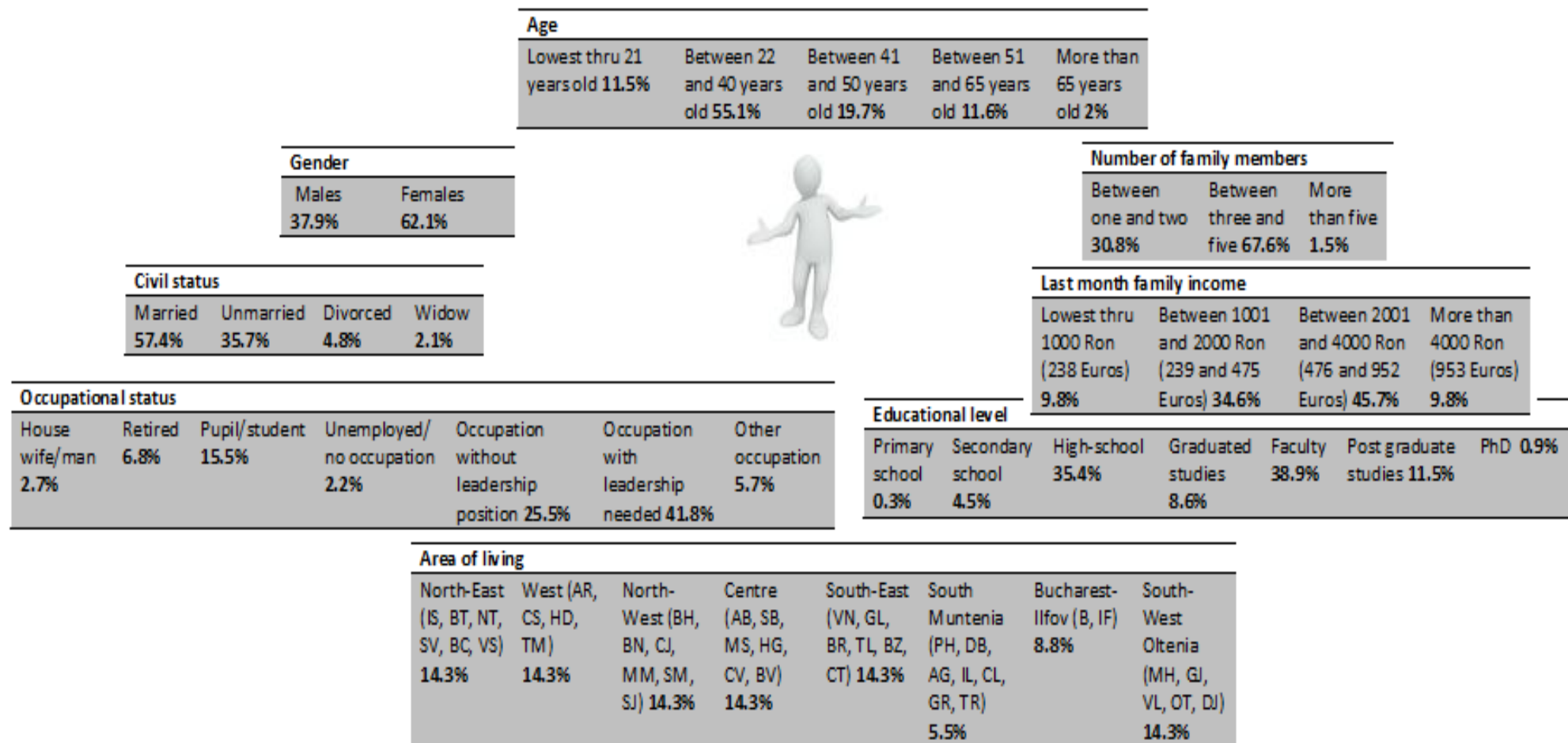


Figure 23 The socio-economic profile of the tourist

Source: Own elaboration

Considering the general findings, there was structured on the highest percentages, the socio-economic profile of Romanian traveller. Within this research there were registered more *female* (62.1%) than male respondents (37.9%). More than half of the respondents (55.1%) are aged *between 22 and 40 years old*. The lowest age percentage (2%) was observed for subjects aged more than 65 years old. 57.4% of the respondents were registered as *married*. The widow persons are found as for the lowest percentages (2.1%). More than half of the subjects (67.6%) come from *families with 3 from 5 members*. Only 1.5% of the respondents are having more than 5 members. Between *2001 and 4000 Ron (476 and 952 Euros)* is the income level of almost half of the subjects (45.7%). Equal percentages, of 9.8%, were observed for population having lowest or highest income levels (lowest thru 1000 Ron and more than 4000 Ron). Regarding the educational level, 38.9% of respondents are having *faculty studies*. Lowest percentages were registered for primary school subjects (0.3%) and PhD subjects (0.9%). Occupations with *leadership needed* were declared by a majority of 41.8% of the respondents and only 2.2% admitted of being unemployed. The study was conducted almost in equal percentages for every county (14.3%). The lowest numbers of answers were gathered from the south area of Romania (5.5%) – see Figure 23.

4.1.2. *The relationship between the socio-demographical characteristics*

In order to establish a more precise profile of the Romanian traveller through the main findings of the socio-demographical characteristics, there was analysed the relationship between those social variables (see Figure 24).

[Gender and Age] The highest percentages were revealed for both males and females on the same age category, between 22 and 40 years old (34% female respondents, respectively 21% male respondents). On each answer (Table 11), the female respondents registered the highest percentages. The P-value and Likelihood Ratio are 0.009, hence less than the significance level of 0.05. Thus, there exists a correlation between gender and age.

[Gender and Family] Both male and female respondents are living in a family having between 3 and 5 members (42% females and 26% males). Same like in previous cases, the females registered highest percentages on each possible answer given. The P-value is 0.268,

hence is higher than the significance level of 0.05. In this case it does not exist a correlation between gender and number of family members.

[Gender and Income] Regarding the income, female respondents (28%) were registered to have higher incomes than males (18%), but both genders were found to have monthly incomes between 2001 (476 Euros) and 4000 Ron (952 Euros). The P-value and Likelihood Ratio are both 0. Thus, there is a perfect direct increasing linear relationship between the analysed variables, gender and income.

[Gender and Civil status] Regarding the civil status, most of the female respondents (37%) declared of being married, same as male respondents (20%). On the other hand, the lowest percentages were observed for the category of divorced and for widow people, with similar percentages on both genders. The Pearson Chi-Square has a value of 92.163, way much higher than 1, meaning that there is a perfect direct increasing linear relationship between the gender and civil status.

[Gender and Education] Within the *gender and education* relationship it can be observed that females have higher studies than males. A percentage of 25% of female respondents are registered to have faculty studies. The highest percentage in education for male respondents is 15% and is represented by high-school studies. The Pearson Chi-Square has a value of 28.839, meaning that there exists a correlation between gender and education.

[Gender and Occupation] Regarding the occupational status, both males (14%) and females (28%) affirmed of having occupations with leadership needed. At a short distance, occupational statuses without leadership needed were observed for 15% female respondents and 11% male respondents. The lowest scores were found for unemployed people. The Pearson Chi-Square has a value of 119.087, meaning that there is a direct relationship between the analysed variables.

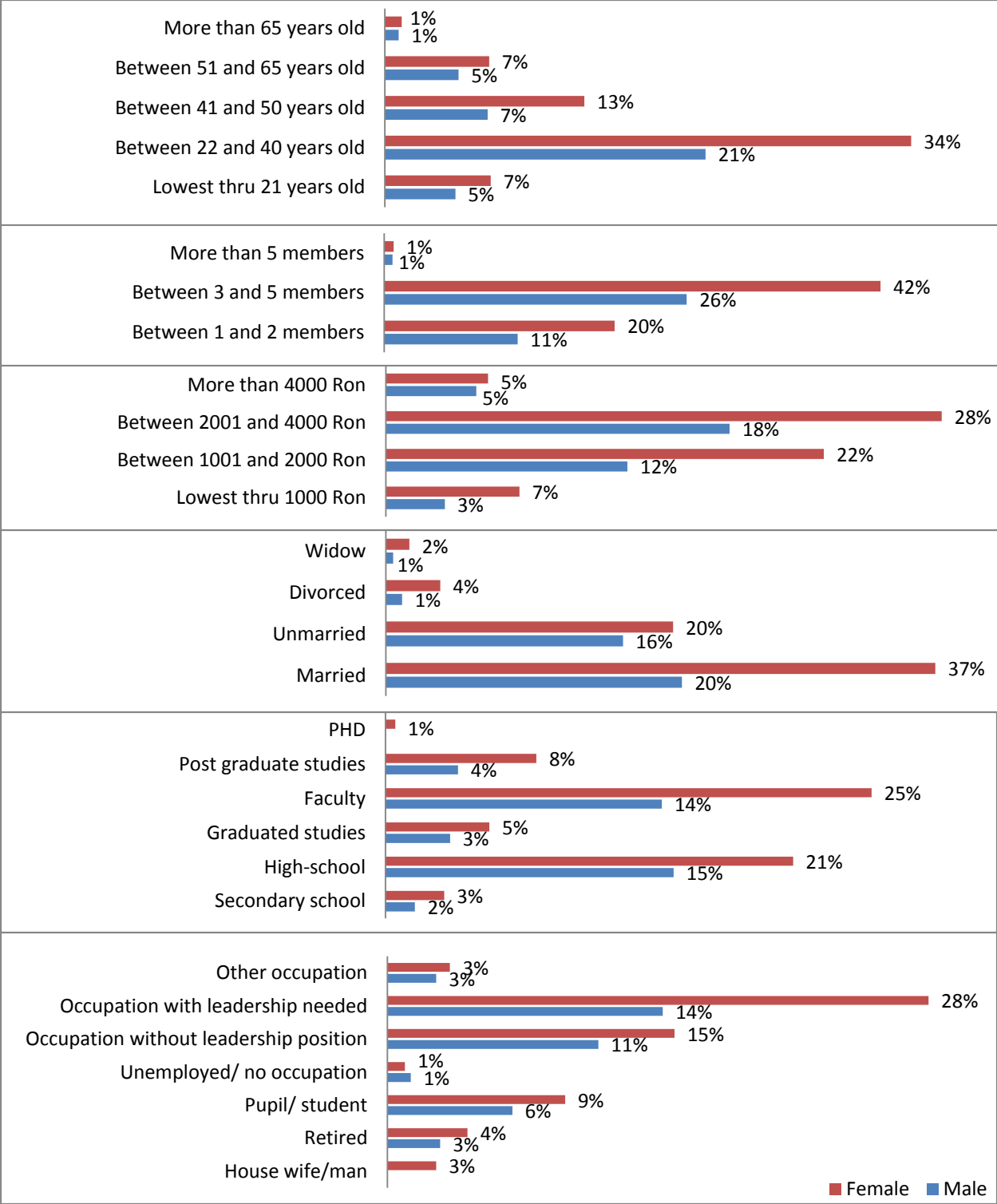


Figure 24 - Relationship between gender and the other socio-demographical variables
 Source: Own elaboration

In the relationship between gender the rest of the socio-demographical variables, the female respondents registered the highest percentages on each type of correlation. The male respondent profile differs from females only regarding the educational level, from the rest of socio-demographical variables (age, civil status, family, income and occupation). The mentioned ones are having high-school studies, by majority (see Figure 24).

[Age and Income] The highest percentages regarding the relationship between age and income were observed for subjects aged between 22 and 40 years old and were found to have monthly incomes between 2001 Ron (476 Euros) and 4000 Ron (952 Euros). The P-value and Likelihood Ratio are both 0. Thus, dependence exists between *age and income*.

[Age and Occupation] A logical conclusion may be extracted from the correlation between occupation status and age level. At a middle age level, from 22 until 50 years old, the occupation of the subject requires leadership skills. On the other hand, subjects aged more than 51 belong to retired category. Highest percentages, at ages between 22 and 40 years old were found on subjects having occupation with leadership needed, but also with no leadership skills needed on their job. Same category of age was observed also as having high percentages on the occupational status like 'house wife/man', or 'unemployed'. The Pearson Chi-Square has a value of 5758.523, revealing a linear relationship between *age and occupation*.

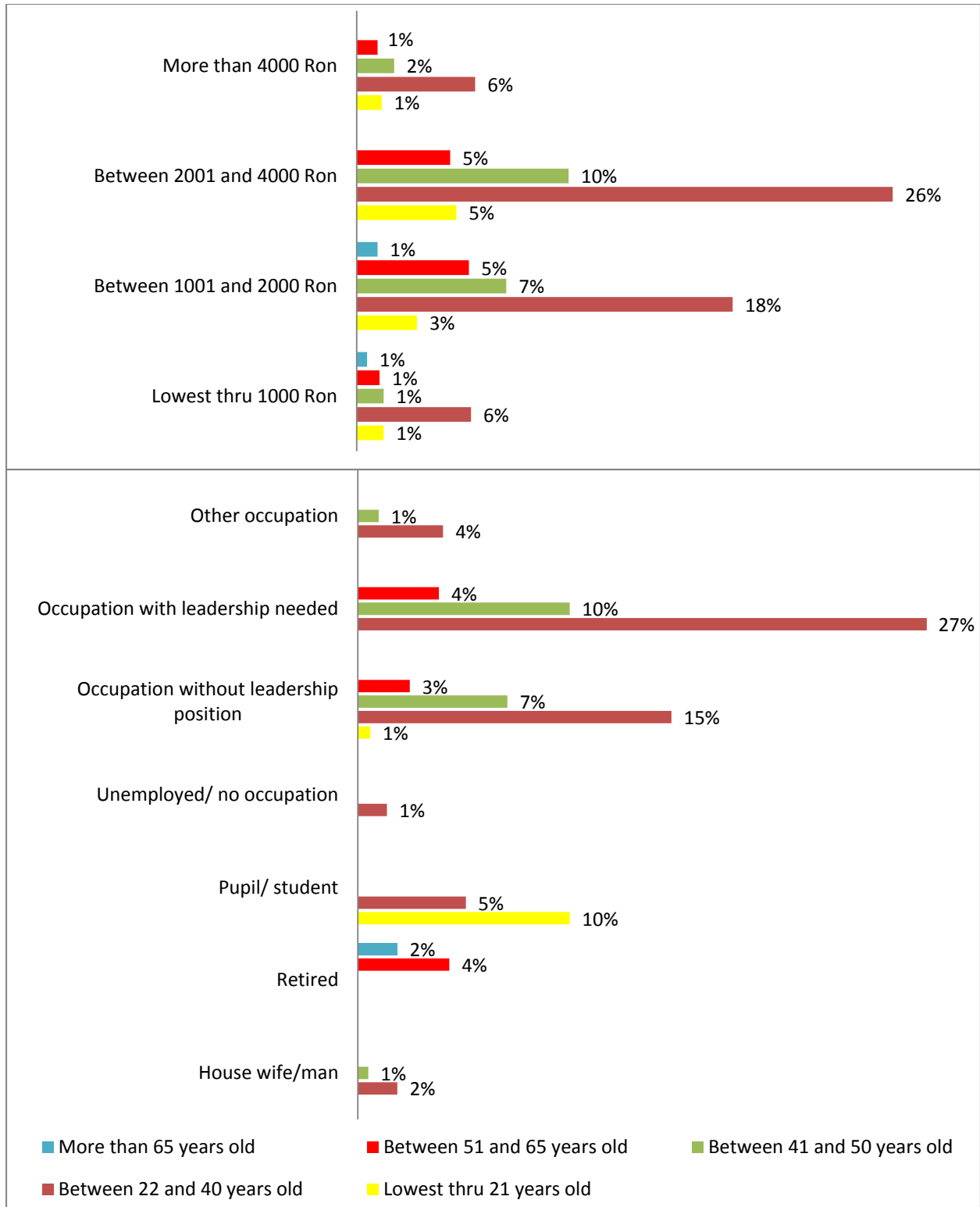


Figure 25 - Relationship between Age and Income / Occupation

Source: Own elaboration

Regarding the relationship between the age, the income level and the occupational status, the respondents aged between 22 and 40 years old were observed with the highest percentages. The exceptions were observed among the student respondents that are being aged lowest thru 21 years old and among the retired people aged between 51 and 65 years old (see Figure 25).

[Education and Income] Education and income represent two of the most important characteristics to be analysed. It is not unusual for higher income to bring higher education, or vice versa. Hence depending on the financial possibilities, the preference for a certain kind of tourism may be changed; the same conclusion is for education. Almost a quarter of the respondents (20%) with faculty studies are having income levels between 2001 and 4000 Ron. The P-value and Likelihood Ratio, of the mentioned relationship, are both 0. Being clearly less than the significance level of 0.05 there exists dependence between *education and income*.

[Education and Occupation] Same as in the previous analyse, of education and income, the faculty studies situates the subjects on an occupation with leadership needed (28%), more as for a postgraduate or doctoral graduate. The Pearson Chi-Square has a value of 3275.015, meaning that there exists a correlation between the analysed variables, *education and occupation*.

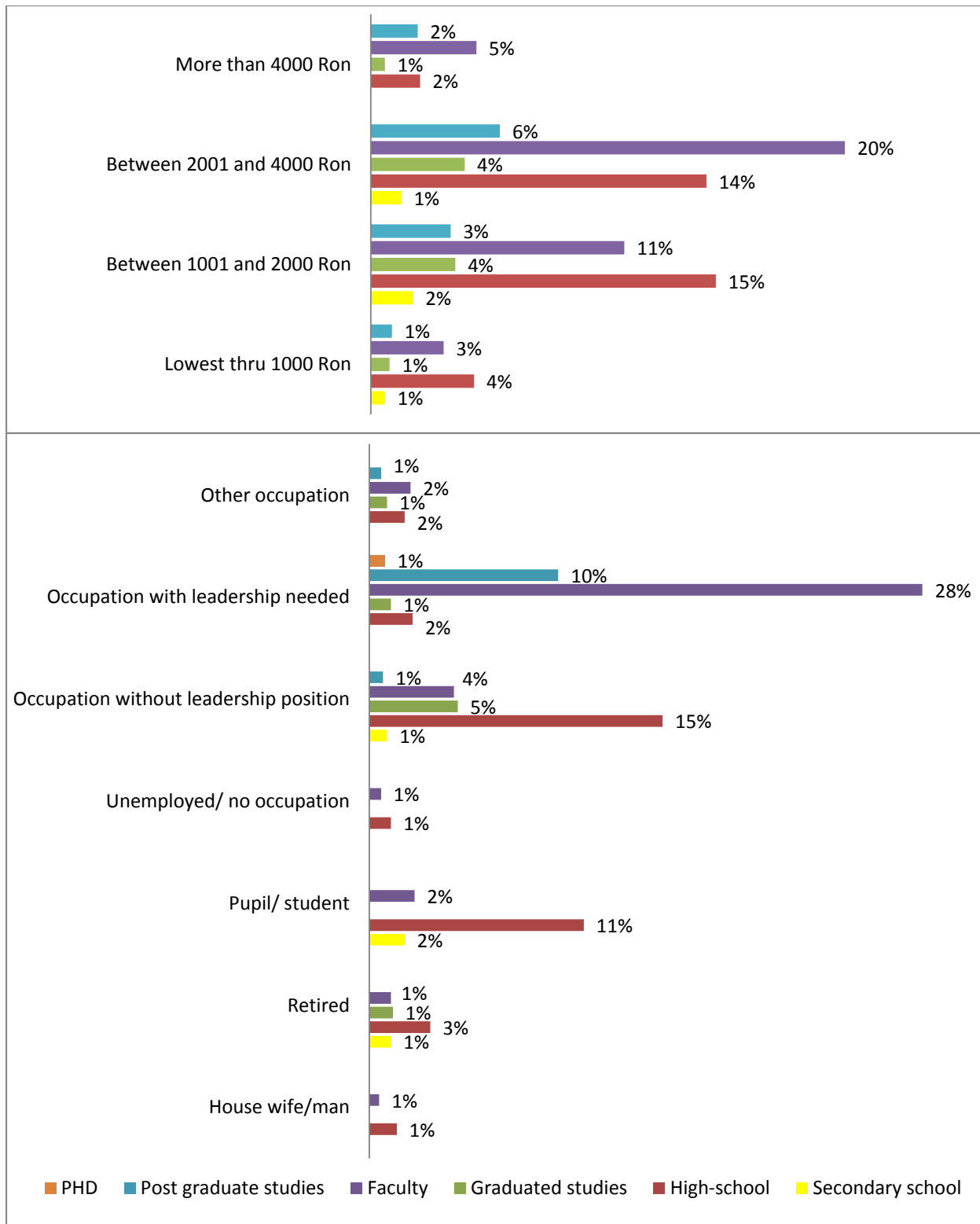


Figure 26 - Relationship between education and income/ occupation

Source: Own elaboration

The relationship between the educational level, monthly income and occupational status revealed the fact that respondents having faculty studies (the majority) are having occupation with leadership needed and an income level between 2001 and 4000 Ron (476 and 952 Euros). The high-school subjects represented the exception that declared an income level lowest thru 1000 Ron (238 Euros) and an occupation without leadership position, students or retired respondents (see Figure 26).

[Summary]

Corroborating the results, regarding the socio-demographical profile of the tourist, there can be observed a first possible type of tourist, taken by highest percentages. Also, the chi-square tests interpretation highlighted the existing of a possible dependence between the analysed variables. Regarding the gender, the tourists tends to be more females, aged between 22 and 40 years old, with a monthly income level between 2001 and 4000 Ron (476 and 952 Euros), married, having faculty studies and an occupational status with leadership needed. Between the mentioned variables exists a direct linear correlation. The statistical analyse showed no correlation between the gender and the number of family members (see Table 11).

Hence, taken into account the above considerations, it can be generated the first type of travel preferences: touristic family packages, having facilities for children, situated in a cultural area, with a favourable quality-price ratio. This analyse presented importance regarding the general highlights of the potential tourist.

Further analyse (section 4.2. *The main touristic preferences of the Romanian travellers*) will be conducted regarding the main preferences and motivation in decision making process. In order to be detected a clearer image of the Romanian tourists the above socio-economic analyse will be corroborated in relationship with other touristic variables, such as: destination type and accommodation preferences, choice motivation, and decision maker or transportation preference. The socio-economic profile developed within this section will develop a clearer view regarding the returning phenomena, satisfaction level or recommendation process within the tourism life cycle process.

Table 11
The socio-demographic characteristics of the sampled population

Variables	Categories	Frequencies (valid %)
Gender	Males	37.9
	Females	62.1
Age	lowest thru 21 years old	11.5
	between 22 and 40 years old	55.1
	between 41 and 50 years old	19.7
	between 51 and 65 years old	11.6
	more than 65 years old	2
Number of family members	between one and two	30.8
	between three and five	67.6
	more than five	1.5
Last month family income	lowest thru 1000 Ron (238 Euros)	9.8
	between 1001 and 2000 Ron (239 and 475 Euros)	34.6
	between 2001 and 4000 Ron (476 and 952 Euros)	45.7
	more than 4000 Ron (953 Euros)	9.8
Civil status	Married	57.4
	Unmarried	35.7
	Divorced	4.8
	Widow	2.1
Educational level	Primary school	0.3
	Secondary school	4.5
	High-school	35.4
	Graduated studies	8.6
	Faculty	38.9
	Post graduate studies	11.5
	PhD	0.9
Occupational status	House wife/man	2.7
	Retired	6.8
	Pupil/ student	15.5
	Unemployed/ no occupation	2.2
	Occupation without leadership position	25.5
	Occupation with leadership needed	41.8
	Other occupation	5.7
Area of living	North-East (IS, BT, NT, SV, BC, VS)	14.3
	West (AR, CS, HD, TM)	14.3
	North-West (BH, BN, CJ, MM, SM, SJ)	14.3
	Centre (AB, SB, MS, HG, CV, BV)	14.3
	South-East (VN, GL, BR, TL, BZ, CT)	14.3
	South Muntenia (PH, DB, AG, IL, CL, GR, TR)	5.5
	Bucharest-Ilfov (B, IF)	8.8
	South-West Oltenia (MH, GJ, VL, OT, DJ)	14.3

Source: Own elaboration

*Note: numbers highlighted by **green**, represents the majority.

4.2. The main touristic preferences of the Romanian travellers (type of holiday, location and accommodation preferences)

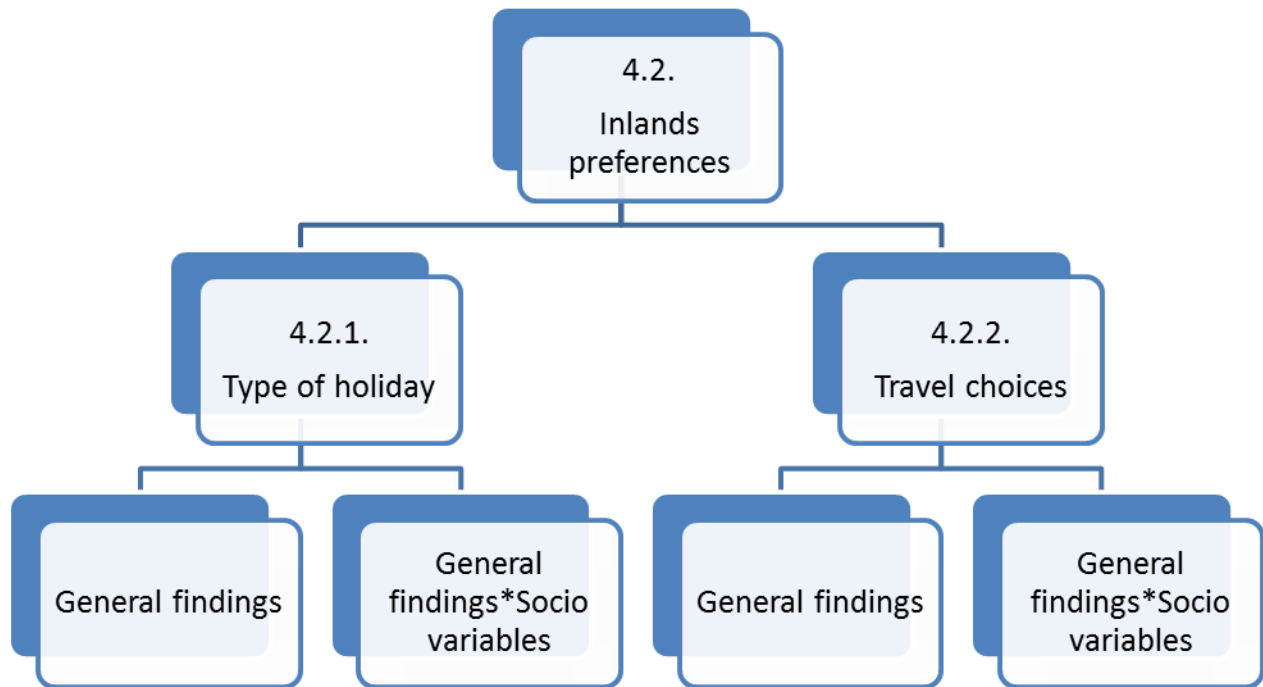


Figure 27 – Structure of section 4.2

Source: Own elaboration

In this section there will be investigated the preferences for inlands travel of the Romanian tourist. This subchapter is separated into two main parts. First part will contain a general view regarding the preferred type of holiday, considering the number of departures taken in the previous year and the number of paid nights in the same period mentioned. Into the second part there will be developed a comparison between 3 most important destinations in Romania along with the main characteristics involved in determine the specific preferences regarding the inland tourism. A descriptive statistics analyse will be conducted for the both parts. Finally, in order to establish a specific profile of the Romanian tourist inlands, there will be carrying on an examination of the relationship between the inlands preferences and the socio-demographic characteristics. The importance of this section will be revealed at the end, in a short summary.

4.2.1. Preferences for certain type of holiday

This section is consigned in investigating the preference of the Romanian tourists regarding the type of holiday, considering the number of departures and overnighing in the previous year. A descriptive analyse will be conducted in order to establish the relationship between the holiday preferences and socio-demographic variables.

[General findings]

Regarding the number of departures, the highest value was observed for the annual leaves, vacation or staying over 5 days (4099). The least chosen type of holiday was detected for the treatments, healthcare or medical leaves (403). The mean of the departure for an annual vacation was 1.36, and most common answer was one vacation per year (see Table 12).

Table 12
Number of departures (from the last year) – by type

	Annual leave, vacation, stays	Week-ends and legal holidays	Business delegations, participation events	trips, in	Treatment, healthcare, medical leave	Total number of departures - by type
Valid	4099	3348	1066		403	5600
Missing	1501	2252	4534		5197	0
Mean	1.36	2.72	3.19		1.50	1.59
Median	1.00	2.00	2.00		1.00	1.00
Mode	1	1	1		1	1
Std. Deviation	1.206	3.366	4.996		1.601	.705
Minimum	1	1	1		1	0
Maximum	50	40	50		15	4

Source: Own elaboration

Other interesting information related to the number of departures by type is referred to the mean of leaves. Hence, on an average, the respondents usually went on holiday three times a year for *business trips* purposes (representing also the highest number of times).

Table 13
Number of paid overnighiting

	Annual leave, vacation, stays	Week-ends and legal holidays	Business delegations, participation events	trips, in	Treatment, healthcare, medical leave	Total number of paid nights of accommodation - by type of departure
Valid	4104	3280		1006	407	5600
Missing	1496	2320		4594	5193	0
Mean	7.74	5.11		7.19	9.65	1.57
Median	6.00	4.00		4.00	9.00	1.00
Mode	5	2		2	18	1
Std. Deviation	4.914	5.326		9.175	6.290	.688
Minimum	1	1		1	1	0
Maximum	75	80		90	36	4

Source: Own elaboration

Regarding the overnighiting, more than half of the subjects stated that the highest number of paid nights was taken for vacations over 5 days reason (see Table 13).

The average number of paid overnighiting was 1.57. The std. deviation was 0.688 so compared with the mean, signifies that there exists a high standard deviation and the answers given are slightly different.

The highest differences regarding the departures and overnighiting were registered for weekend leaves and secondly for business trips. Hence, the subjects usually travelled to a certain destination on weekends or for business reasons but without overnighiting.

[Annual leave, vacation, stays]

From the total number of subjects (5600), almost three quarters (73.2%) opted for an annual leave, or vacation. Within this option, 77.6% declared of having had only one vacation of this type in the previous year. More than 3 departures option was chosen only by 2.3% (see Figure 28). There were registered a maximum number of 50 departures and a minimum of one departure. The average (mean) of the number of departures of annual leave is 1.36 (one departure and a short trip). The central tendency (median) of this group is 1 (exactly one departure registered). Regarding the standard deviation, 1.206, it suggests a short closeness of the mean (1.36), so the values registered are somehow the same (see Table 13).

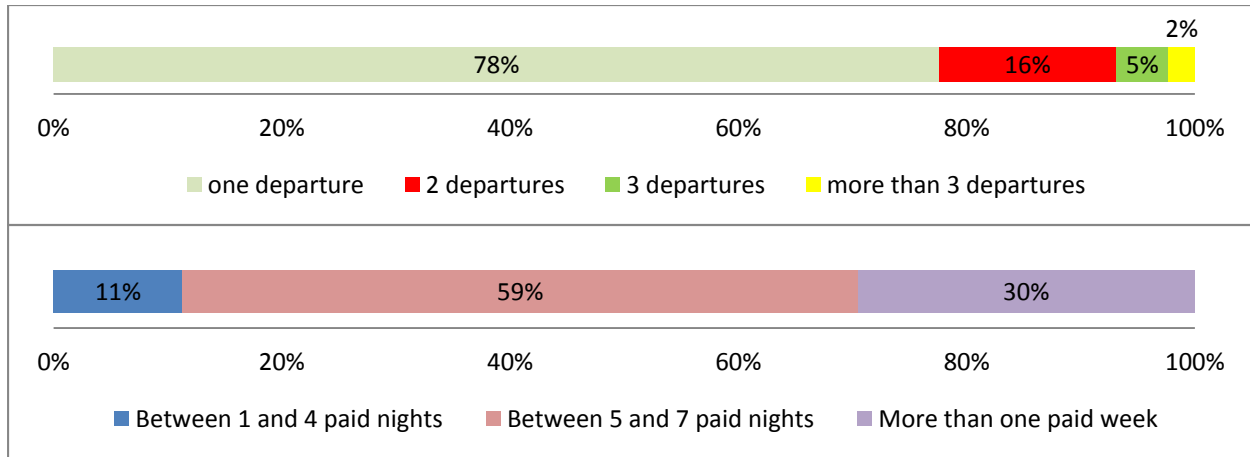


Figure 28 - Percentage representation of *Annual leave, vacation and stays*

Source: Own elaboration

Regarding the overnighing, a percentage of 59% of the subjects declared of having paid for accommodation a number between 5 and 7 nights (see Figure 28).

The average of this option is 7.74 and the std. deviation is 4.914. This fact signifies that the answers are widely spread and different, varying from one night (minimum) to 75 nights (maximum). The median answer is 6 and the most fused answer is 5 nights. Hence, this sustains the fact that almost half of the subjects prefer overnighing between 5 nights and 7 nights (see Table 13).

[Week-ends and legal holidays]

Weekends and legal holidays were preferred by 3348 subjects of 5600. A percentage of 43% choose one single departure (see *Figure 29 - Percent representation of Weekends and legal holidays*). The average of the departures for weekend reason is of almost 3 departures (2.72). The Std. Deviation is 3.366, and being slightly far than the mean (2.72) signifies that the values given within this option are different. Regarding the overnighing, the respondents affirmed of paying between 2 and 4 nights per weekend or holiday departure. The std. deviation is 5.326 and is been situated very close to the mean (5.11). As a logical fact, the values for this option are very close, not only because of the low standard deviation but also for the reason that weekends and legal holidays have at least 2 and maximum 4 nights as duration.

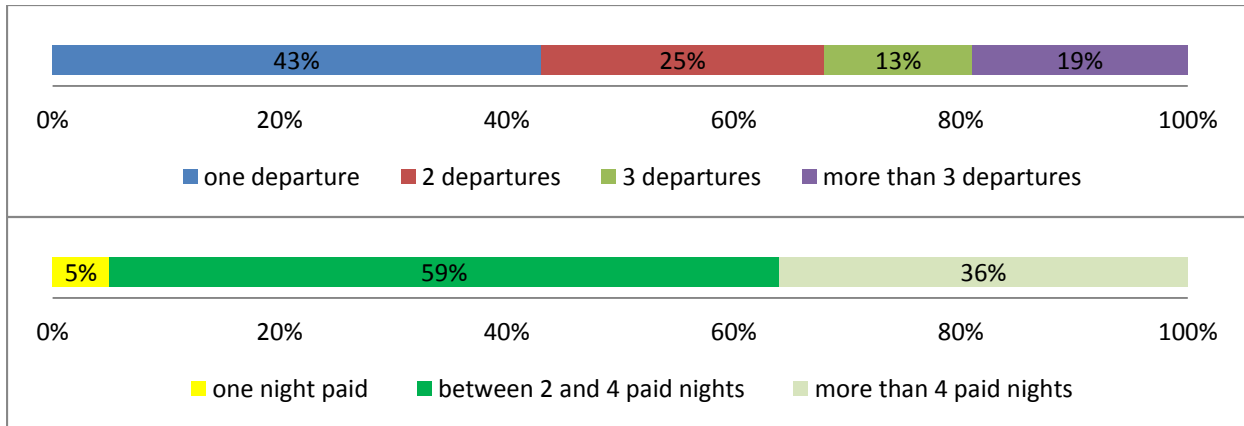


Figure 29 - Percent representation of *Weekends and legal holidays*

Source: Own elaboration

[Business trips, delegations, participation in events]

Business trips, delegations or participating in events was the option of departure of 1066 respondents. The highest percentage of this option was for one single departure (48%), and the lowest was 18% (more than 4 departures).

The average of the departures for business trips is 3.19. Because the Std. Deviation (4.996) is situated far than the mean (3.19) there is registered a high deviation, hence different values for each answer.

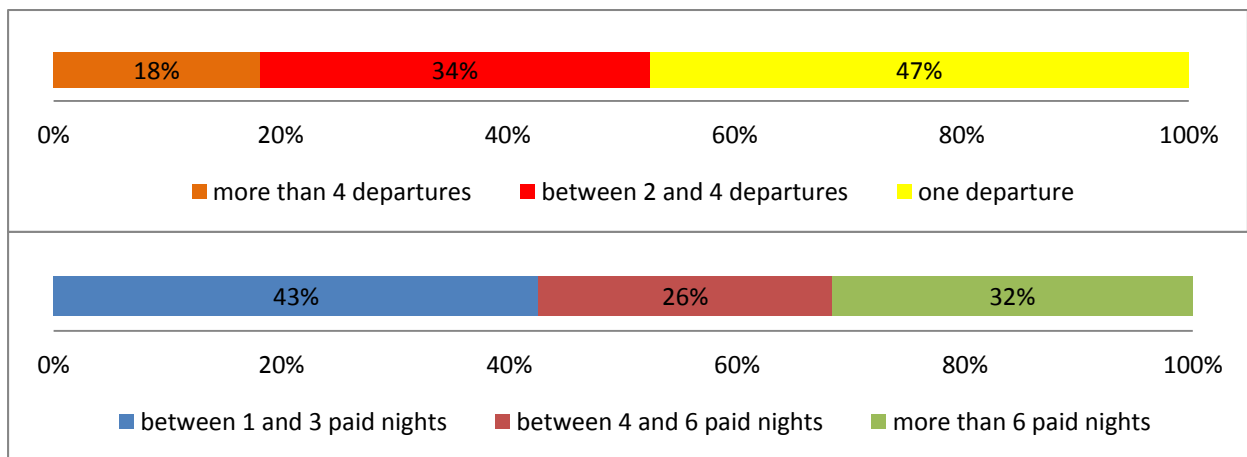


Figure 30 - Percentage representation of *Business trips, delegations and participation in events*

Source: Own elaboration

Regarding the overnighing, a percentage of 43% stated they paid between one and three nights for accommodation for the type of the departure mentioned. The std. Deviation of

the overnighing is 9.175 and being little far than the mean of 7.19 signifies that the answers were mostly different (see Figure 30).

[Treatment, healthcare, medical leave]

From the total of 5600 subjects only 403 answered positive for *treatment, healthcare or medical leave* reason. Within this percentage, 79% choose one departure. There were registered a maximum number of 15 different answers with a mode and a median value of 1. The average of the answers is 1.50, close to Std. Deviation number of 1.601, hence there is a low deviation of values (see Table 13).

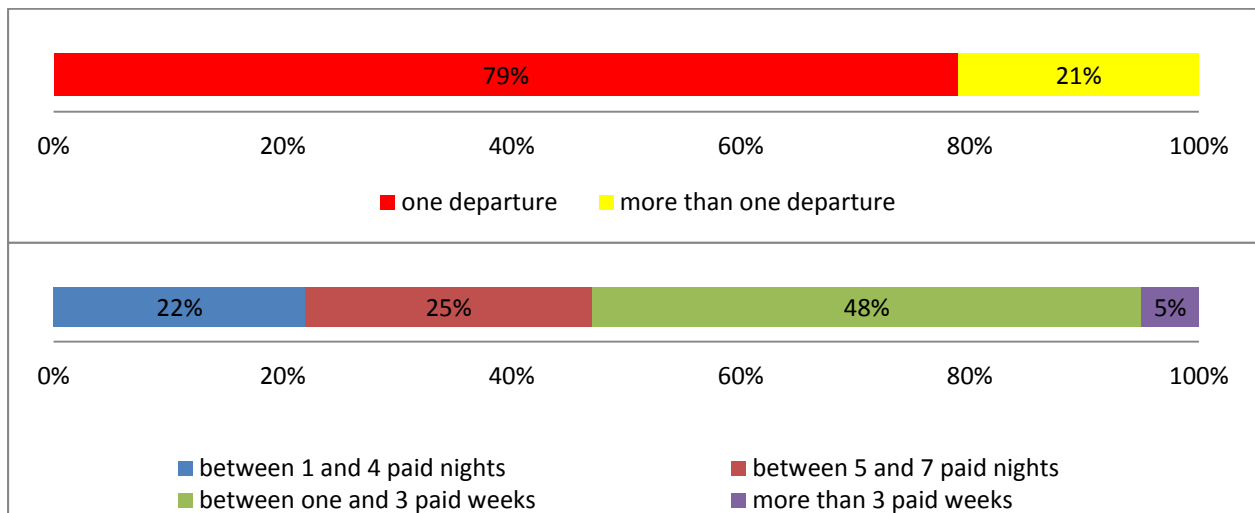


Figure 31 - Percentage representation of Treatment, healthcare or medical leave

Source: Own elaboration

The treatment, healthcare and medical leave reason, was preferred in overnighing between one and three paid weeks. There were registered 36 answers with a std. Deviation of 6.290 with a large deviation from the mean (9.65). This fact signifies that the respondents gave very different answers within this option (see Figure 31).

[Association between general findings]

In this part there will be analysed the possibility that a tourist would choose two types of departures from the ones given, and the registered score.

Table 14
Correlation matrix for types of departures

	D.AVS	D.WH	D.BDE	D.THM
D.AVS	1			
D.WH	0.25*	1		
D.BDE	0.13*	0.33**	1	
D.THM	0.31**	0.33**	0.25*	1

Source: Own elaboration

*=weak association; **=medium association; ***=high association

This table reports the correlation matrix for types of departures in the primary research, where D.AVS represents the Number of Departures for Annual leave, vacation, stays (over 5 days), D.WH is the Number of Departures for Week-ends and legal holidays, D.BDE is the Number of Departures for Business trips, delegations, participation in events, and D.THM is the Number of Departures for Treatment, healthcare, medical leaves.

The values registered between 0 and 0.3 signify a medium association between the choices given. Hence, subjects considering in taking an annual vacation (N=4099) are having a medium disposition ($r=.31$) in taking also a vacation for treatment purposes (N=215). Other medium association ($r=.33$) is found for holidays taken in weekends (N=2145) and business trips (N=668) and/or medical leaves (N=213). Weak association between types of travel preferences is being observed between the rest of the options. No high association has been detected.

Table 15
Correlation matrix for overnight by type of departure

	O.AVS	O.WH	O.BDE	O.THM
O.AVS	1			
O.WH	0.24*	1		
O.BDE	0.11*	0.22*	1	
O.THM	0.25*	0.16*	0.17*	1

Source: Own elaboration

*=weak association; **=medium association; ***=high association

This table reports the correlation matrix for types of overnighing in the primary research, where O.AVS represents the Overnight accommodation for Annual leave, vacation, stays (over 5 days), O.WH is the Overnight accommodation for Week-ends and legal holidays,

O.BDE is the Overnight accommodation for Business trips, delegations, participation in events, and O.THM is the Overnight accommodation for Treatment, healthcare, medical leaves.

Regarding the number of nights paid for accommodation by type of travel, there were not detected any high associations. All of the crossed preferences registered weak associations, in some cases very close to no association detected.

[The relationship between the type of departure and the socio-demographical characteristics]

In this section there will be presented the main highlights revealed from the relationship between the type of departure and the social variables analysed in the previous chapter.

Each type of departure (annual vacation, weekend or holiday, business trips, and treatment leave) will be investigated through the socio-demographical characteristics (gender, age, family members, civil status, income level, educational level, occupational status, and residential area). In the end, a theoretical profile of the Romanian tourists will be developed.

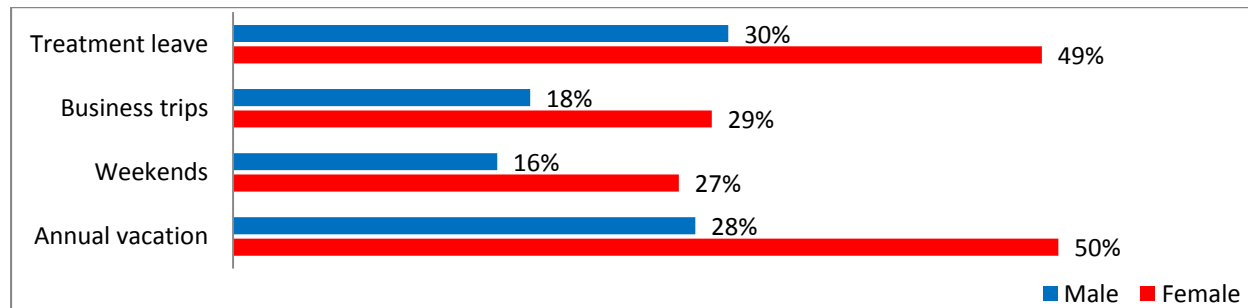


Figure 32 - Relationship between the type of departure and gender

Source: Own elaboration

Regarding the type of travel, the most selected vacation is the annual leave, by 50% of the female respondents. Close percentage (49%) was observed for the same gender but for the treatment leave preference. On the other hand, more than one quarter of the male respondents (30%) favoured the vacation for healthcare reasons (see *Figure 32 - Relationship between the type of departure and gender*).

From 73% valid percentages, 50% were *females* who made only one departure for the reason of annual leave, or vacation over 5 days. Regarding the males subjects, 28% of them declared of preferring the same reason of travel. Pearson Chi-square tests and Likelihood ratio

reveals the fact that there is not an association between gender and annual leave (p-value=0.086, likelihood=0.090, df=3).

Weekends and legal holidays were preferred mostly by *females* (27%). The p-value of 0.860 suggests no relationship between the type of departure and gender.

Departures for business trips, delegations or participation in events were chosen one time last year by a majority of 29%, female respondents. Also, the same type of departure was preferred by a percentage of 18% of male respondents. The Pearson chi-square and likelihood ratio of 0.000 suggests a direct linear correlation between gender and the type of departure (business trips).

Regarding the departures for medical reasons, female respondents represented the majority (49%) who preferred this type of departure. Also males preferred taking this type of departure but in lower percentage (30%). The exact sig. value of 0.504 shows no correlation between gender and the departures for medical treatment reasons.

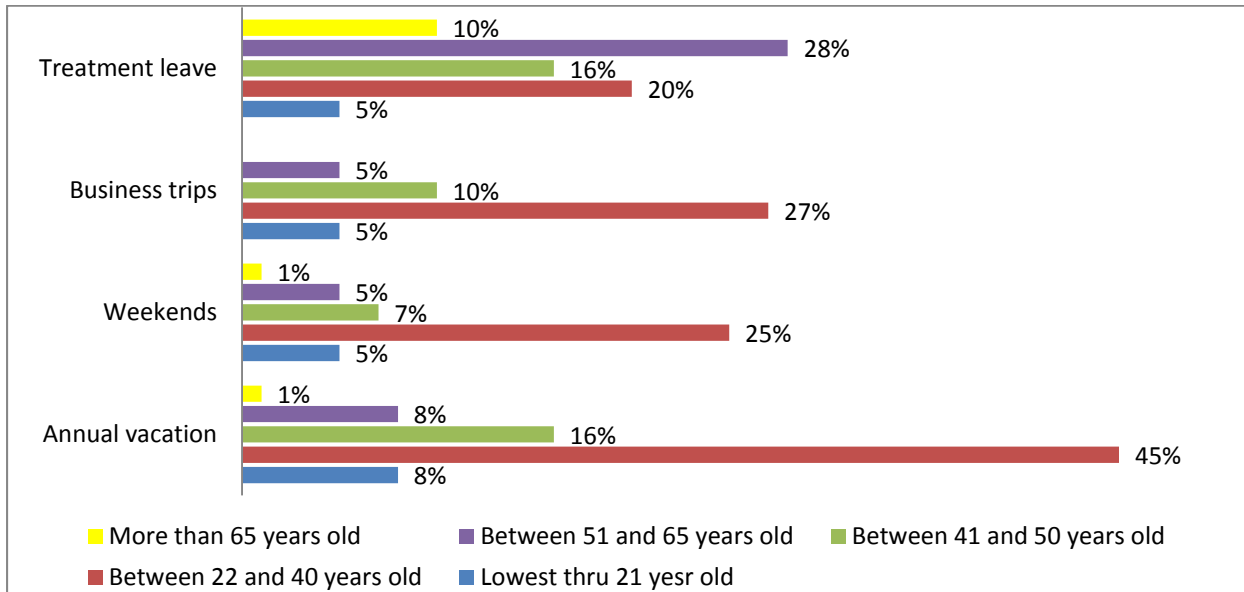


Figure 33 - Relationship between type of departure and age

Source: Own elaboration

Annual vacations, weekends and business trips were mostly preferred by respondents who represented the majority in this study (aged between 22 and 40 years old). More than one

quarter (28%) of the subjects who selected treatment and healthcare vacations are aged between 51 and 65 years old (see *Figure 33 - Relationship between type of departure and age*).

Regarding the *age group*, from the total of 73.2% of the subjects who affirmed going on vacations over 5 days, 45% are aged between 22 and 40 years old. This percentage had only one departure in the past 12 months. Chi-square tests reveals the dependence between age and annual leave (p-value=0.000).

Subjects who chose weekends and legal holidays for one time departure are also aged between 22 and 40 years old, same as for business trips travellers. The p-value lowers than 0.05 reveals an association between variables analysed (age and type of departure).

A percentage 28% of the respondents aged between 51 and 65 years old had one departure for medical reasons in the previous 12 months. The lowest percentage on this type of departure was represented by subjects aged less than 21 years old. But, the chi-square tests revealed no correlation between the analysed variables.

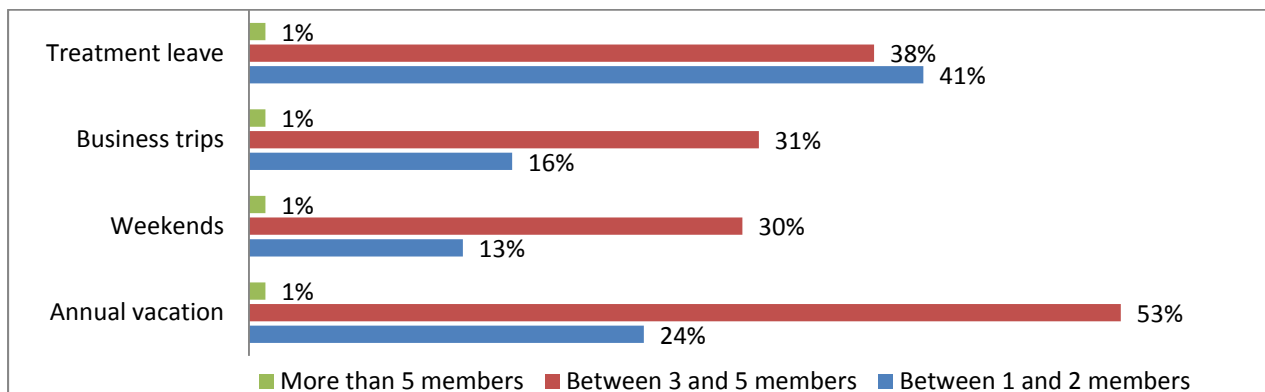


Figure 34 - Relationship between type of departure and number of family members

Source: Own elaboration

Annual leaves were preferred to be taken by *family groups*, between 3 and 5 members (53%). This percentage had only one departure in the past 12 months. The p-value (0.011) is observed as being lower than alpha number; hence there exists an association between the variables analysed (see *Figure 34*).

More than a quarter of the subjects (30%) who went on weekends one time in the past 12 months had between 3 and 5 *family members*. The p-value (0.602) is much higher than the normal value of 0.05, signifying no association between variables.

Families having between 3 and 5 members (31%) preferred also the business trips or participation in events. The high value of chi-square tests shows no correlation between number of business trips and the number of family members.

The highest percentage of the intersection between number of family members and treatment or medical leave was observed for one time departure for subjects having between 1 and 2 family members. The p-value higher than the accepted value of 0.05 suggests no correlation between the variables.

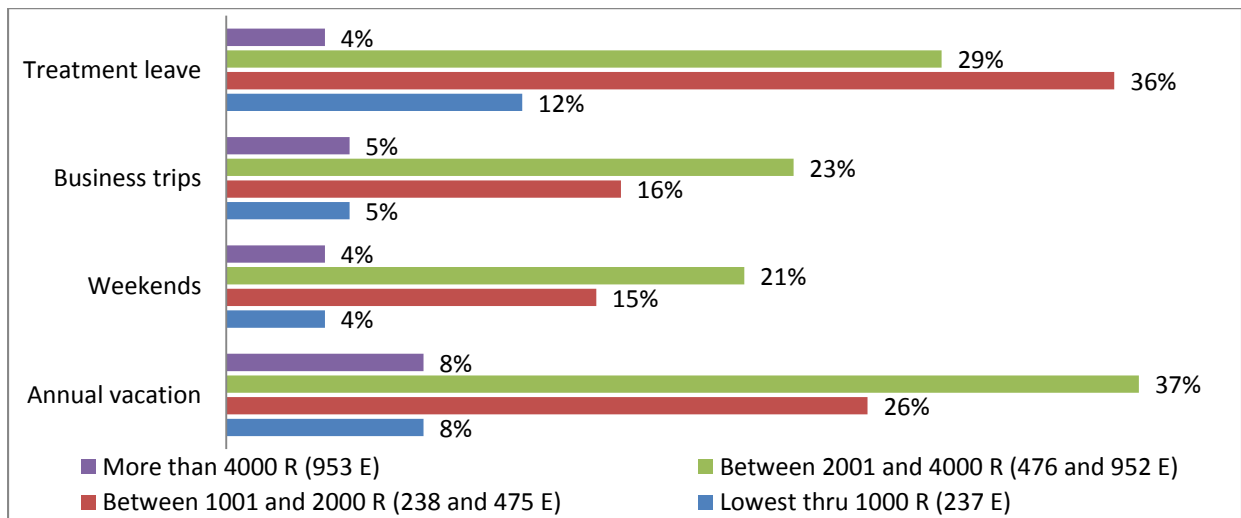


Figure 35 - Relationship between type of departure and income level

Source: Own elaboration

Respondents who prefer annual vacation, weekends and business trips are having income levels between 2001 and 4000 Ron (476 and 952 Euros). The tourists who chose treatment vacations have, by majority an income level between 1001 and 2000 Ron (238 and 475 Euros) – see Figure 35. The Pearson chi-square value and df value shows the existence of an association between the variables analysed, preferred type of departure and income level.

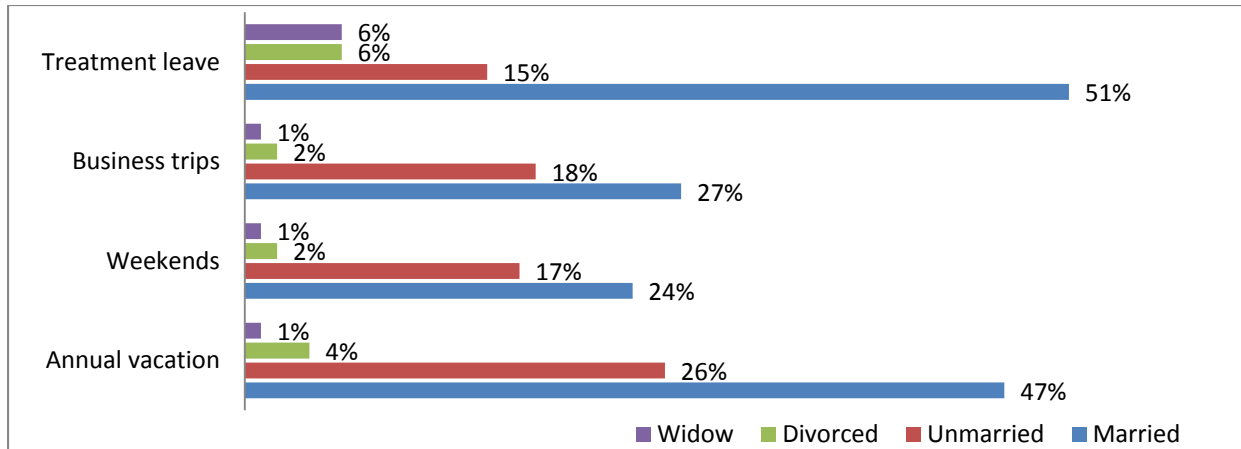


Figure 36 - Relationship between type of departure and civil status

Source: Own elaboration

Regarding the civil status, all types of vacations registered highest percentages on *married* civil status. Equal percentages were observed for widows and divorced people, considering the treatment leave reasons. Considering the chi-square values there were observed direct correlations between the civil status and the type of departure such as annual vacations, and weekends leaves. On the other hand, there was no linear relationship between the civil status and departures like business trips or healthcare vacations (see Figure 36).

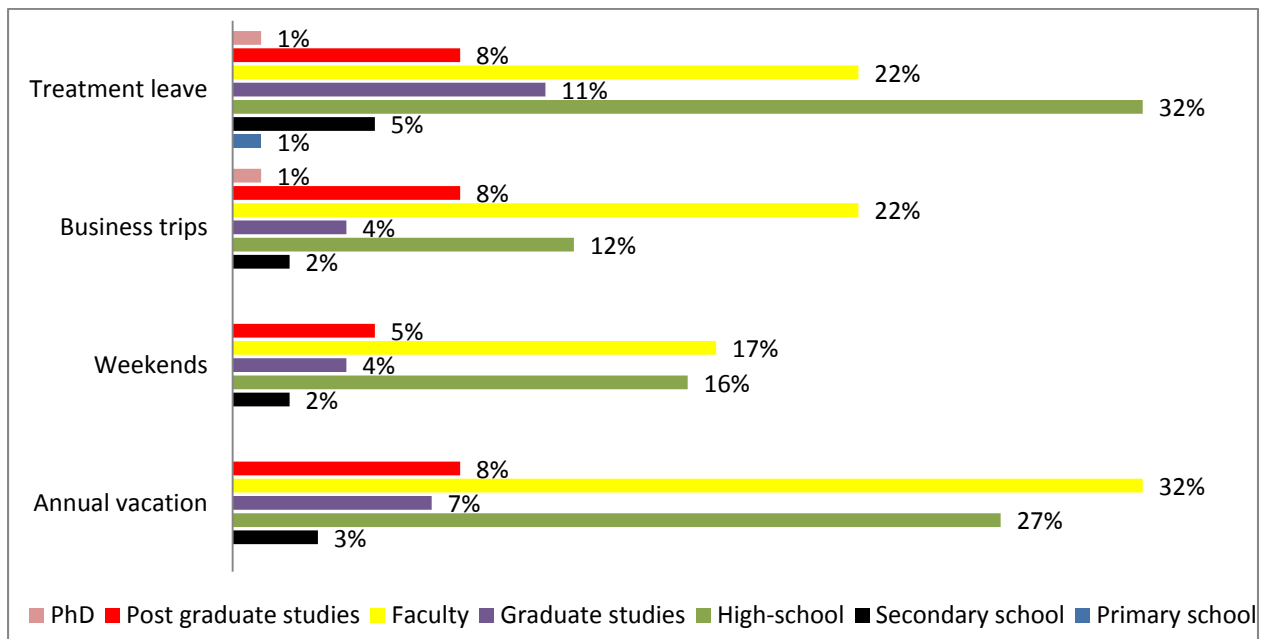


Figure 37 - Relationship between type of departure and educational level

Source: Own elaboration

The highest percentages on the relationship between *educational* level and type of departure (32%) were observed for respondents having faculty studies and preferring annual vacations, and for subjects having high-school studies and preferring treatment leaves (see *Figure 37 - Relationship between type of departure and educational level*). The p-values registered correlations between the educational level and the annual vacation but no correlation with treatment leaves.

Subjects having faculty *studies* choose also going on weekends and on business trips. The Pearson chi-square asymp. Sig. and the likelihood ratio of showed no correlation between the analysed variables.

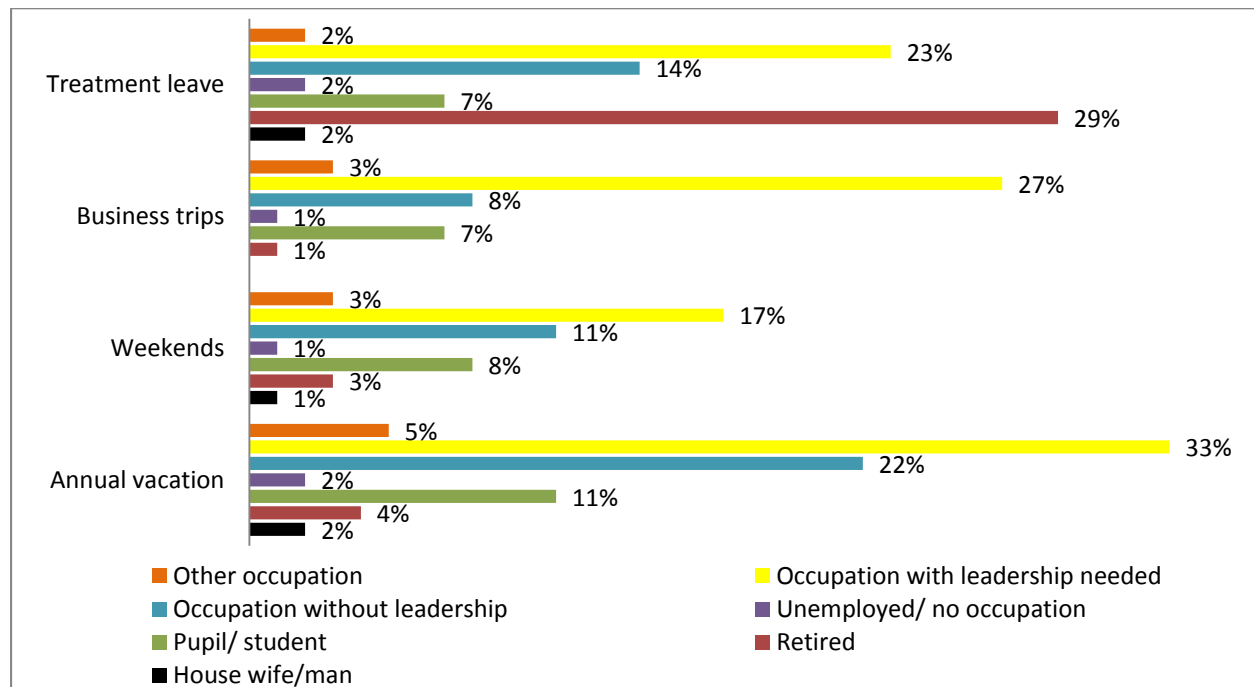


Figure 38 - Relationship between type of departure and occupational status

Source: Own elaboration

Occupation with leadership needed had the respondents who mostly preferred the annual vacations, weekend leaves or business trips (see *Figure 38 - Relationship between type of departure and occupational status*). The chi-square tests results show a direct linear association between the type of departures and the occupational status.

The retired respondents, in the highest percentage of 29% represented the majority of the subjects who went on vacation for healthcare and medical reasons. The chi-square tests reveal no correlation between the analysed variables.

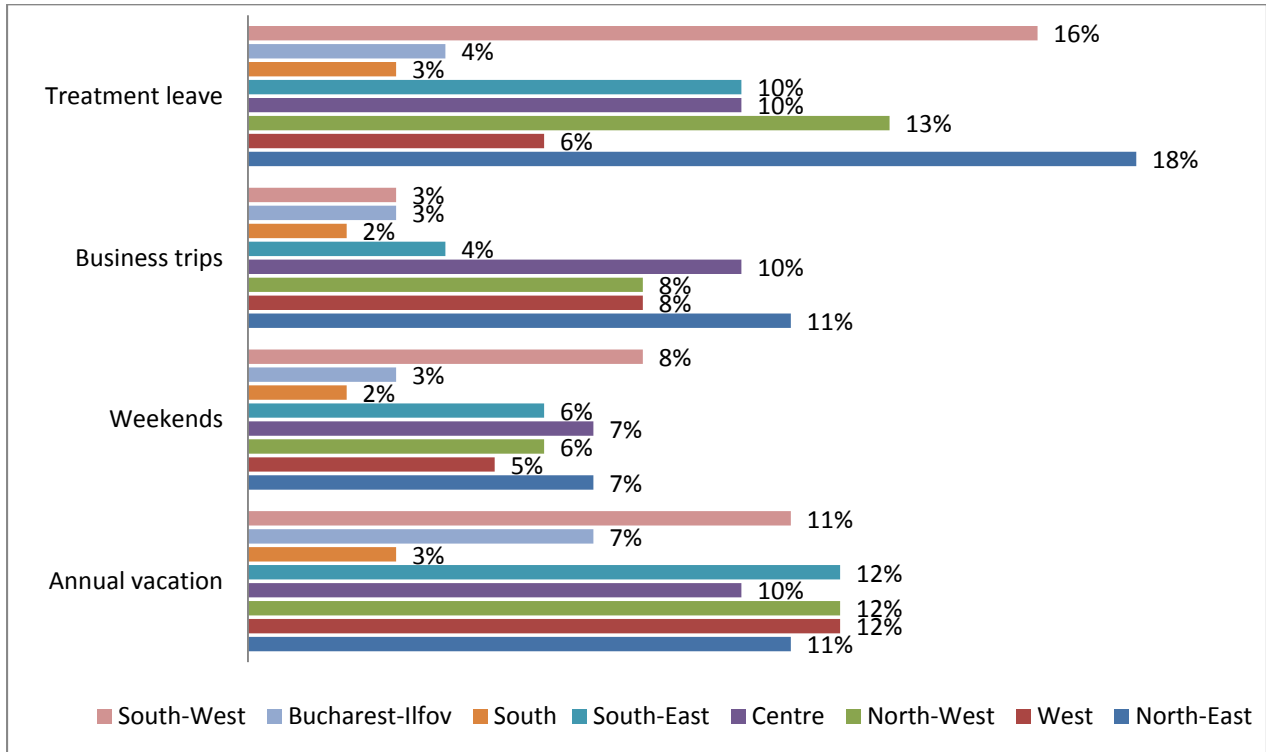


Figure 39 - Relationship between type of departure and residential area

Source: Own elaboration

The respondents *residing* in the north-west of Romania preferred going on vacation only one time in the last year (12%), representing also the majority of the interviewed. Subjects leaving in the rest of the areas also preferred the one time departure. P-value reveals dependence between the variables and an increasing relationship (see Figure 39).

The majority of the subjects came from North East area of Romania (7%) and preferred one time departure for weekends and legal holidays reasons. The Pearson chi-square and likelihood ratio shows a direct linear association between the two variables.

Subjects living in the North-East of the country, the majority of 11%, preferred one time departure for business reasons or participation in events. One time departure was also preferred by the rest of the areas but in lower percentages. Pearson chi-square value and

likelihood ratio are lower than the accepted value of 0.05, hence there exists a direct correlation between the area of living and the number of business trips taken.

18% of the subjects were observed to have preferred the one time departure for medical reasons. This majority came from the north-east of Romania. The lowest preference for treatment vacation was registered in the south area of the country. The low values observed within the chi-square tests (under the accepted alpha value of 0.05) suggest a correlation between the area of living and the number of departures for medical reasons.

[Summary]

The profile of the tourist that prefers an annual vacation over 5 days, one time per year, is similar to the profile of the tourist that prefers weekend and holiday leaves or business trips. This type of tourist is usually a female, married, aged between 22 and 40 years old, having between 3 and 5 family members, with a level of income between 2001 and 4000 Ron (476 and 952 Euros), having faculty studies and occupation with leadership needed. The characteristics of the tourist who prefers going on vacation for treatment reasons is slightly different than the previous mentioned. Hence, this tourist is also a female and married, but aged between 51 and 65 years old, having between 1 and 2 family members, and an income level between 1001 and 2000 Ron (238 and 475 Euros). She has high-school studies and is a retired person.

In this 4 cases mentioned, the residential area represents a clearly discriminator point of analyse. If the respondents who appreciate more the treatment leaves or business trips mostly reside in the north-east side of Romania, the subjects that prefer weekend's departures came from the south-west of the country. An interesting fact is that for the annual vacation opted respondents from 3 areas of Romania: south-east, north-west and west.

This analyse presented importance in identifying the main profile of the Romanian tourist in order to be constructed the proper travel offer.

4.2.2. Travel choices

[General findings]

The reason of this investigation is to define a series of travel choices of the Romanian tourist in Romania. The respondent will have to consider 3 most important regions in Romania in which he/she had travelled in the last year. There will be analysed preferences for type of

travel, frequency of departure and accommodation choices such as: preferred locations, and units, overnighting and level of comfort.

[Type of departure]

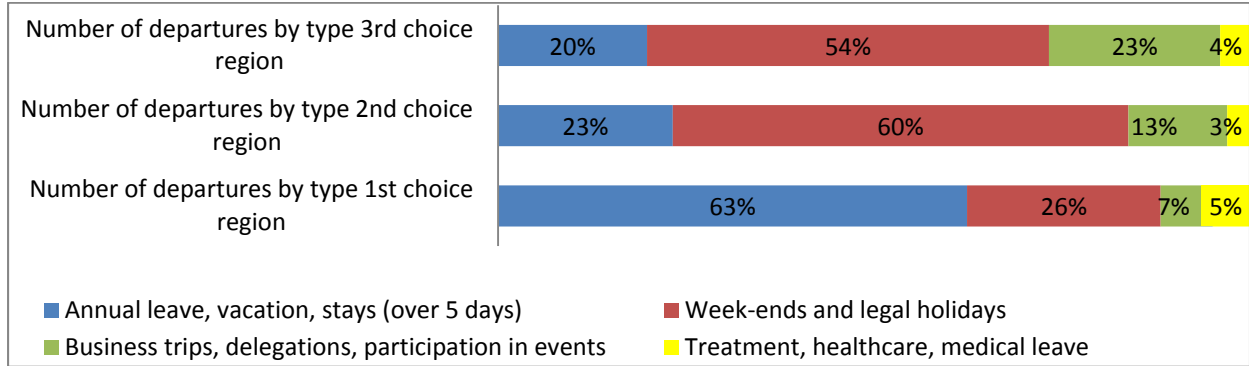


Figure 40 - Number of departures by type and regions

Source: Own elaboration

Overall, the highest preference was mentioned for the annual vacation in the first choice region (63%). The weekend leaves were chosen for the second and third region also with high percentages. The least preferred type of departure, for all 3 regions, was the treatment, healthcare and medical leave. Considering the number of departures, the highest number was observed for weekend trips in two regions (second and third area) – see Figure 40.

[Counties choice]

Regarding the type of departure in 3 most important counties preferred for vacation, in Table 16 there can be observed the main preferred destinations. A comparison is made though the highest percentages in order of the preferences selected by respondents.

Table 16

Comparison between types of departure and top 10 counties chosen for vacation (%)

1 st choice county		2 nd choice county		3 rd choice county	
CONSTANTA Seaside	27.9	BRASOV Mountain side	13.6	BRASOV Mountain side	11.3
BRASOV Mountain side	11.0	CONSTANTA Seaside	10.3	CONSTANTA Seaside	8.8
BIHOR Rural	5.8	PRAHOVA Mountain side	6.3	BUCURESTI Cultural	7.9
PRAHOVA Mountain side	5.2	SUCEAVA Rural and ecumenical	5.4	SIBIU Rural and cultural	6.3
SUCEAVA Rural and ecumenical	5.1	SIBIU Rural and cultural	5.2	SUCEAVA Rural and ecumenical	5.6
CARAS- SEVERIN Rural	4.6	CLUJ Cultural	5.0	PRAHOVA Mountain side	5.6
VALCEA Rural and SPA	4.4	BIHOR Rural	4.9	CLUJ Cultural	5.4
SIBIU Rural and cultural	4.2	BUCURESTI Cultural	4.5	BIHOR Rural	5.1
MURES Rural	3.0	VALCEA Rural and SPA	4.0	VALCEA Rural and SPA	4.4
CLUJ Cultural	2.7	HUNEDOARA Mountain side	3.9	MURES Rural	3.9

Source: Own elaboration

Regarding the choice preferences, destinations for vacation were slightly the same when it comes to the first 3 preferences. Hence, seaside area and mountain side were the most preferred regions independent of the level of choice. If for the first choice the first two counties preferred for vacation were the seaside (Constanta) and then the mountain side (Brasov), for the second and the third choice region the preferences were the same, the first preference being the mountain side (Brasov) and hereafter, the seaside (Constanta). Considering the chi-square tests, it shows no relationship with the number of departures for the following correlations: first region: gender and family members; second region: family members and civil status; third region: gender, family members and civil status. Hence, in the first region the number of family members is independent of the gender, same as in the second region but

regarding the civil status and in the third region the independence is presented between all 3 variables mentioned.

[Region choices]

Restricting the preferences from counties to regions, *Figure 41 - Comparison between preferred areas for vacation*) reveals the choices regarding the areas most selected.

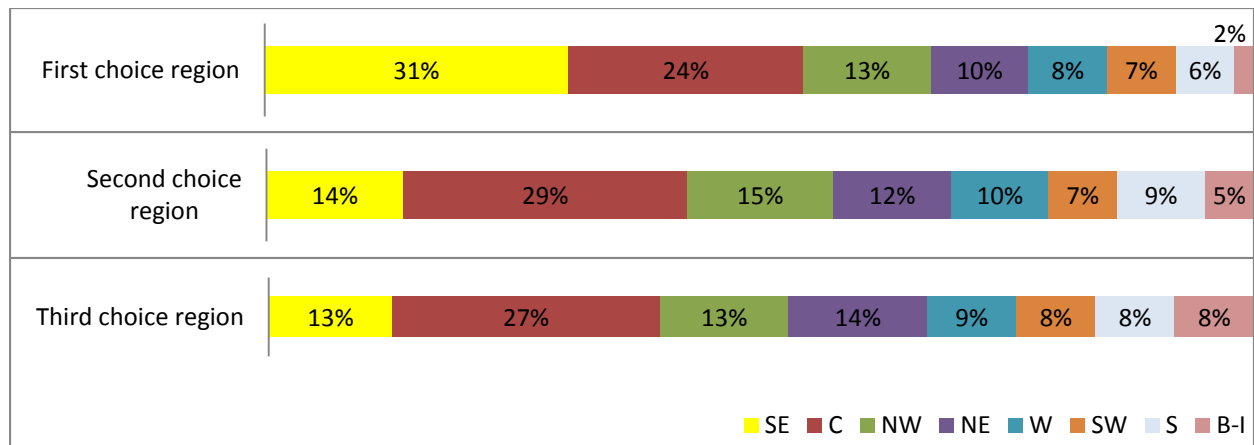


Figure 41 - Comparison between preferred areas for vacation

Source: Own elaboration

Considering the preferred regions for vacations, the centre of Romania (mountain tourism) registered the highest percentages in the choices of Romanian tourists. Taken by areas, the first choice region the south-east area (seaside tourism) gained the highest preference (31%). Into the second and third choice regions the centre area was selected by more than a quarter of respondents for vacation purposes. The least enjoyed region for vacation was observed as being the Bucharest-Ilfov area in all three regions (capital and surroundings – cultural tourism). The mountain and rural tourism was preferred in the first and second region chosen (represented by the north-west of Romania) – see Figure 41.

[Accommodation preferences]

The respondents revealed their accommodation preferences and stated that the guest house units represented the favoured type of accommodation in the previous inland vacation (see *Figure 42 - Preferred type of accommodation per region*).

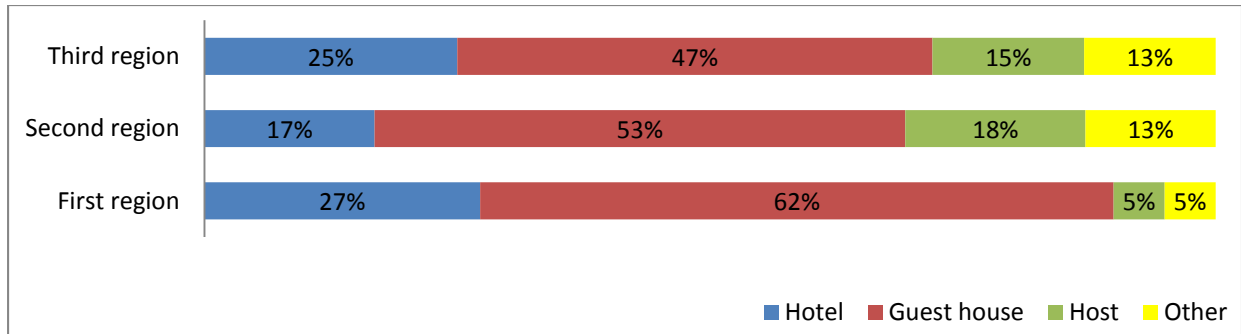


Figure 42 - Preferred type of accommodation per region

Source: Own elaboration

For the first and the third region there were showed same preferences regarding the accommodation ranking. Hence, guest houses were the main type of accommodation preferred, followed by hotel units and hosts. In the second region, the host units represented the second preferred type of accommodation, followed by hotels. This preference was not counted regarding the number of beds (for example), but related to the amenities offered by different types of accommodations.

Table 17

Number of accommodations taken per region chosen in the past year

	1st region	2nd region	3rd region
Valid	5600	5600	5600
Missing	0	0	0
Mean	.98	.59	.32
Median	1.00	1.00	.00
Mode	1	1	0
Std. Deviation	.266	.511	.472
Minimum	0	0	0
Maximum	4	2	2

Source: Own elaboration

All of the 5600 subjects expressed their option regarding the type of accommodation preferred. For the 1st region, the mean of the answers was 0.98, at a high distance from the std. Deviation of 0.266, signifying a dispersion of the type of the answers. The most recorded answer was 1, so most of the subjects answered of having one single type of accommodation. In 2nd region, the std. Deviation (0.511) is close to the mean (0.59) so there are similar

answers. The main number of accommodation type is 1 (as for mode and median). In 3rd region, same as in 1st region, the type of the answers are different (std. Dev=0.472 and mean=0.32) – see Table 17.

[Overnighting]

The highest number of nights, on an average, was taken in the first preferred region. In the other 2 regions, second and third region, the number of nights was equal, independent of the types of accommodation used.

Table 18
The average number of nights taken per region chosen

	Hotel	Guest house	Host	Other
1 st region	6	5	3	5
2 nd region	2	2	2	2
3 rd region	2	2	2	2

Source: Own elaboration

Regarding the difference between regions, considering the overnighting, it can be observed that the second and third regions were selected for the same length of time for vacation, indifferent of the type of accommodation used. Into the first region, although the preferred type of accommodation was the guest house, the highest number of nights was taken at the hotel units, followed by guest house and other types of accommodation (see Table 18).

[Comfort level]

The respondents admitted by majority for preferring the 3 stars guest house as main type of accommodation for holidays taken in Romania, mainly annual leaves, vacations or stays more than 5 days (see *Figure 43 - Levels of comfort for the chosen accommodation per area*).

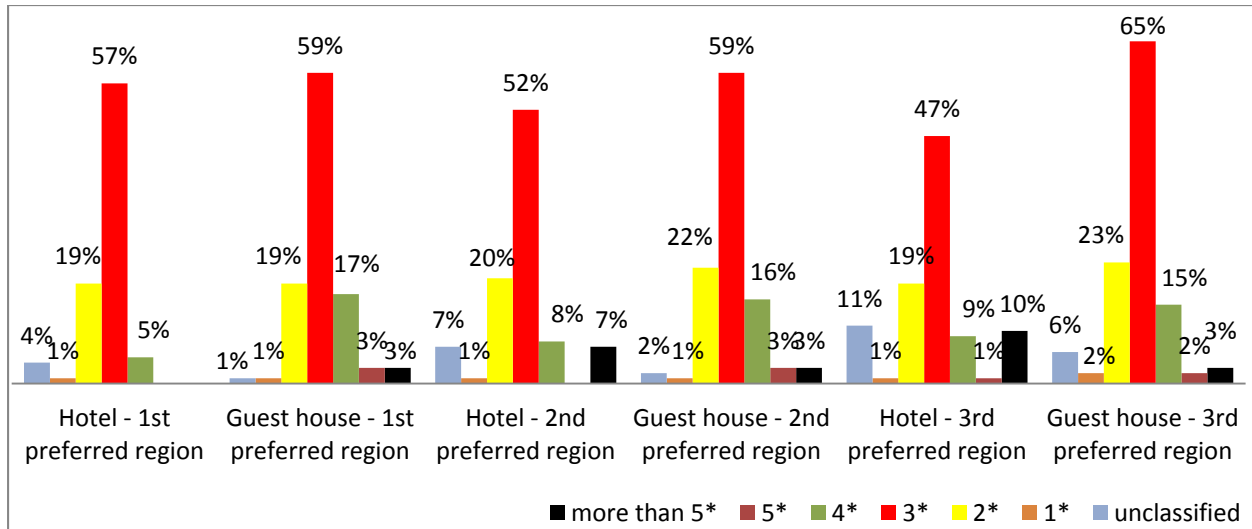


Figure 43 - Levels of comfort for the chosen accommodation per area

Source: Own elaboration

*values under 1% are not presented

In all regions there were preferred on both hotels and guest houses, only 3* level of comfort, by majority. The second type of comfort selected was the 2* level. The least preferred ranks were the ones of 1* or 5* (by majority in all of the cases).

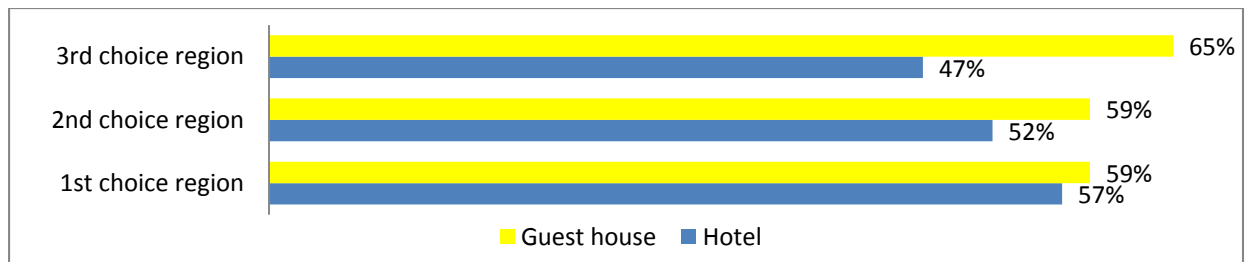


Figure 44 - Comparison between the most chosen levels of comfort (3*) at mentioned accommodations – per regions

Source: Own elaboration

Regarding the preferred areas for vacation, the third choice region registered the highest level of preference and for the guest house units (65%). Overall, for all three regions, the 3 stars guest house units represented the main type of accommodation for vacations taken in Romania (see Figure 44 - Comparison between the most chosen levels of comfort (3*) at mentioned accommodations – per regions).

[Association between overnight at different accommodations per regions chosen]

Table 19

Correlation matrix for accommodations overnight per regions

		Reg. A - Hotel	Reg. A - Guest house	Reg. A - Host	Reg. A - Other	Reg. B - Hotel	Reg. B - Guest house	Reg. B - Host	Reg. B - Other	Reg. C - Hotel	Reg. C - Guest house	Reg. C - Host	Reg. C - Other
A- Hotel	P- corr. N	1 1434											
A- Guest house	P- corr. N	0.66** 81	1 3252										
A- Host	P- corr. N	-0.41 5	0.25* 12	1 252									
A- Other	P- corr. N	1*** 2	0.32** 8	-0.09 4	1 226								
B- Hotel	P- corr. N	0.51** 243	0.04* 338	0.2* 24	0.13* 168	1 768							
B- Guest house	P- corr. N	0.25* 802	0.22* 928	0.06* 105	0.22* 94	0.99*** 116	1 1936						
B- Host	P- corr. N	0.04* 70	0.37** 183	0.12* 53	-0.13 12	0.55** 14	-0.94 3	1 317					
B- Other	P- corr. N	0.12* 36	-0.01 128	0.48** 11	0.09* 43	1*** 42	-0.03 9	0.71*** 4	1 224				
C- Hotel	P- corr. N	0.59** 186	0.25* 198	-0.22 20	0.15* 87	0.57** 219	0.44** 275	0.23* 39	0.41** 42	1 488			
C- Guest house	P- corr. N	0.19* 289	0.25* 416	-0.05 30	-0.21 45	0.34** 233	0.55** 483	0.45** 57	-0.03 37	0.87*** 44	1 777		
C- Host	P- corr. N	0.26* 69	0.13* 130	-0.08 47	0.47** 7	0.27* 46	0.31** 106	0.36** 90	0.5** 17	1*** 7	- 250	1	
C- Other	P- corr. N	0.05* 46	0.16* 115	-0.15 12	0.28* 31	0.3** 52	0.23* 88	0.17* 29	0.45** 53	0.95*** 27	- -	- -	1 199

Source: Own elaboration

*=weak association; **=medium association; ***=high association

High associations between preferences, values higher than 0.7, were observed in 14 cases. Hence, people overnighing at hotels in region A (N=1434) are most predictable ($r=1$) in preferring also overnighing at other type of accommodation, also in region A. In region B, subjects preferring overnighing at hotels also prefer accommodation at guest house and other type. The last one mentioned it is more likely to be preferred also by host tourists. In region C, all types of cross combinations are highly possible to occur. An interesting fact is that there was not possible a high association for preferences between different regions of travel. Regarding the medium possibilities, subjects preferring hotels in one region may have preferred hotels also in the rest two regions. Guest house preferred in region A were chosen also by host tourists from region B. Host tourists from region A preferred other type of accommodation in region B. Other type of accommodation from region A had a medium probability of being preferred also by tourists who chose host accommodation from region C. Same logical explanation may apply for other 4 possible combinations.

[Summary]

The respondents revealed their preferences regarding the accommodation chosen for inlands vacations, concluding the information gathered above. Hence, the subjects prefer holidays in Romania at 3 stars guest houses and for a length of time between 2 and 5 nights. Second most preferred type of accommodation is the hotel, for the same level of comfort, but for an overnighing between 2 and 6 nights.

Further analyse will investigate the socio-demographical profile of the tourists in relationship with the above examined accommodation preferences.

[The relationship between the travel choices and the socio-demographical characteristics]

This part of the study will analyse deeper the profile of the Romanian tourist travelling in Romania's counties. For this investigation to be developed in a clearer manner, the travel preferences such as selected counties for vacation or favoured accommodation will be analysed through the socio-demographical variables. In the end, there will be established first characteristics of the preferences of Romanian tourist behaviour travelling inlands.

[Accommodation]

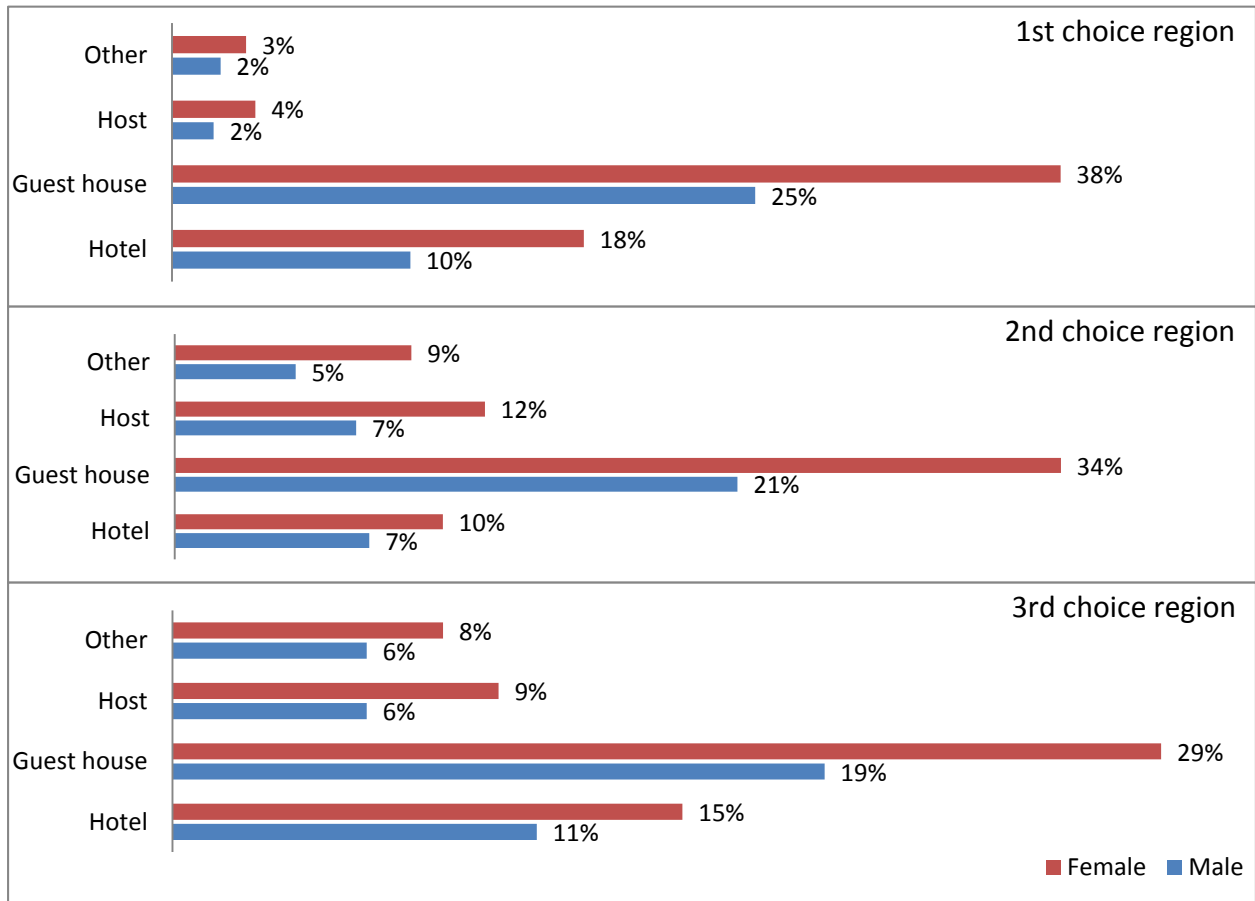


Figure 45 - The relationship between the accommodation preferences and gender

Source: Own elaboration

*values under 1% are not presented

In all three regions, the guest house units represented the highest level of preference. These percentages are found mostly among the female respondents. The male respondents opted for the same type of accommodation for vacations taken in Romania (see *Figure 45 - The relationship between the accommodation preferences and gender*). The highest preference for the guest house units was observed among females for the first choice region (38%).

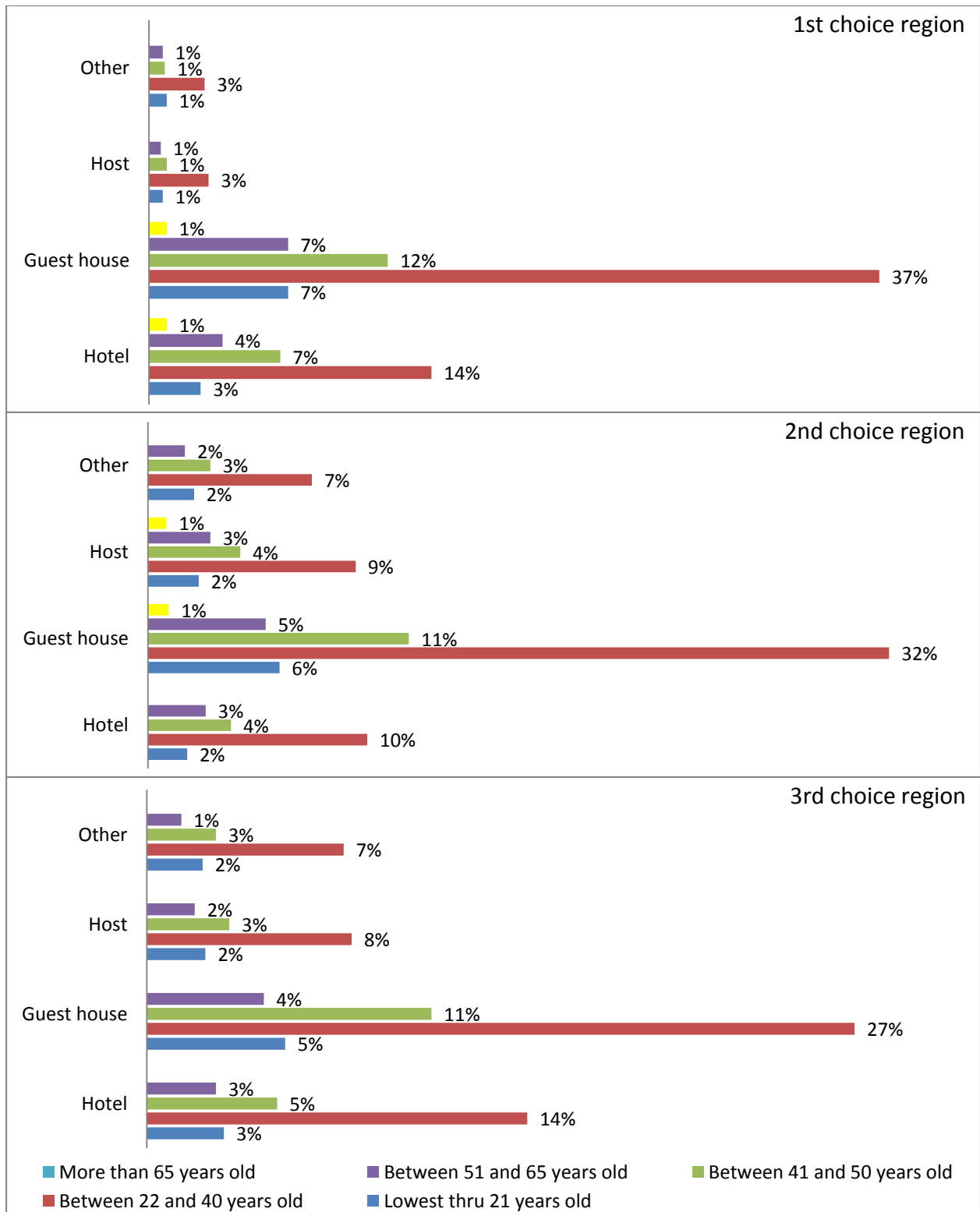


Figure 46 - The relationship between accommodation and age

Source: Own elaboration

*values under 1% are not presented

Regarding the age level, the highest percentages were observed for the relationship between the guest house units and age level of 22 and 40 years old, on all three regions chosen. The second preferred type of accommodation, hotel, was found for the same age level, between 22 and 40 years old (see *Figure 46 - The relationship between accommodation and age*).

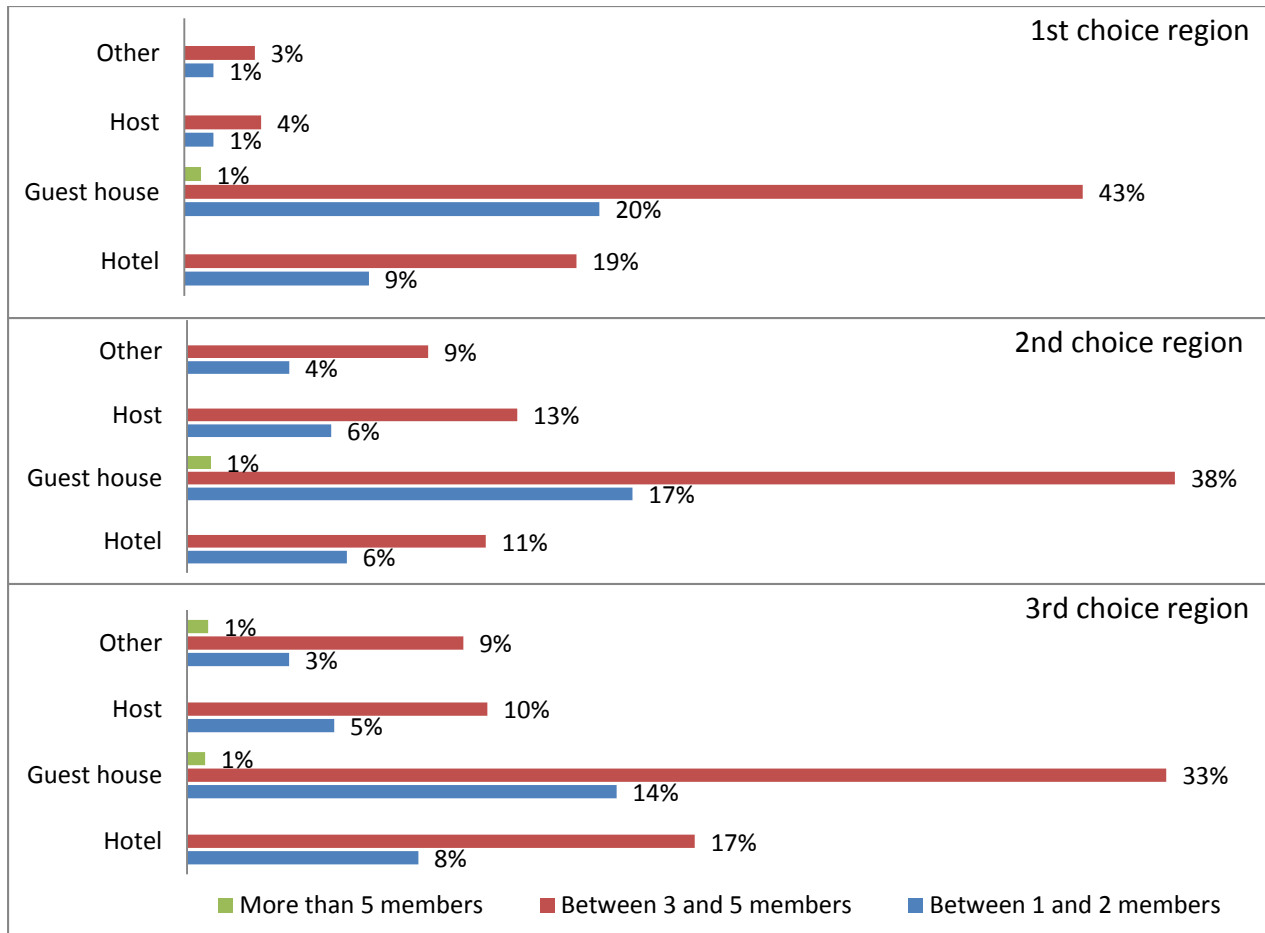


Figure 47 - Relationship between the accommodation and the number of family members

Source: Own elaboration

*values under 1% are not presented

Regarding the number of family members (for all three regions chosen) families having between 3 and 5 members preferred going on inlands vacation at guest house units. Second highest preference was registered for the same type of family but for hotel units (see Figure 47)

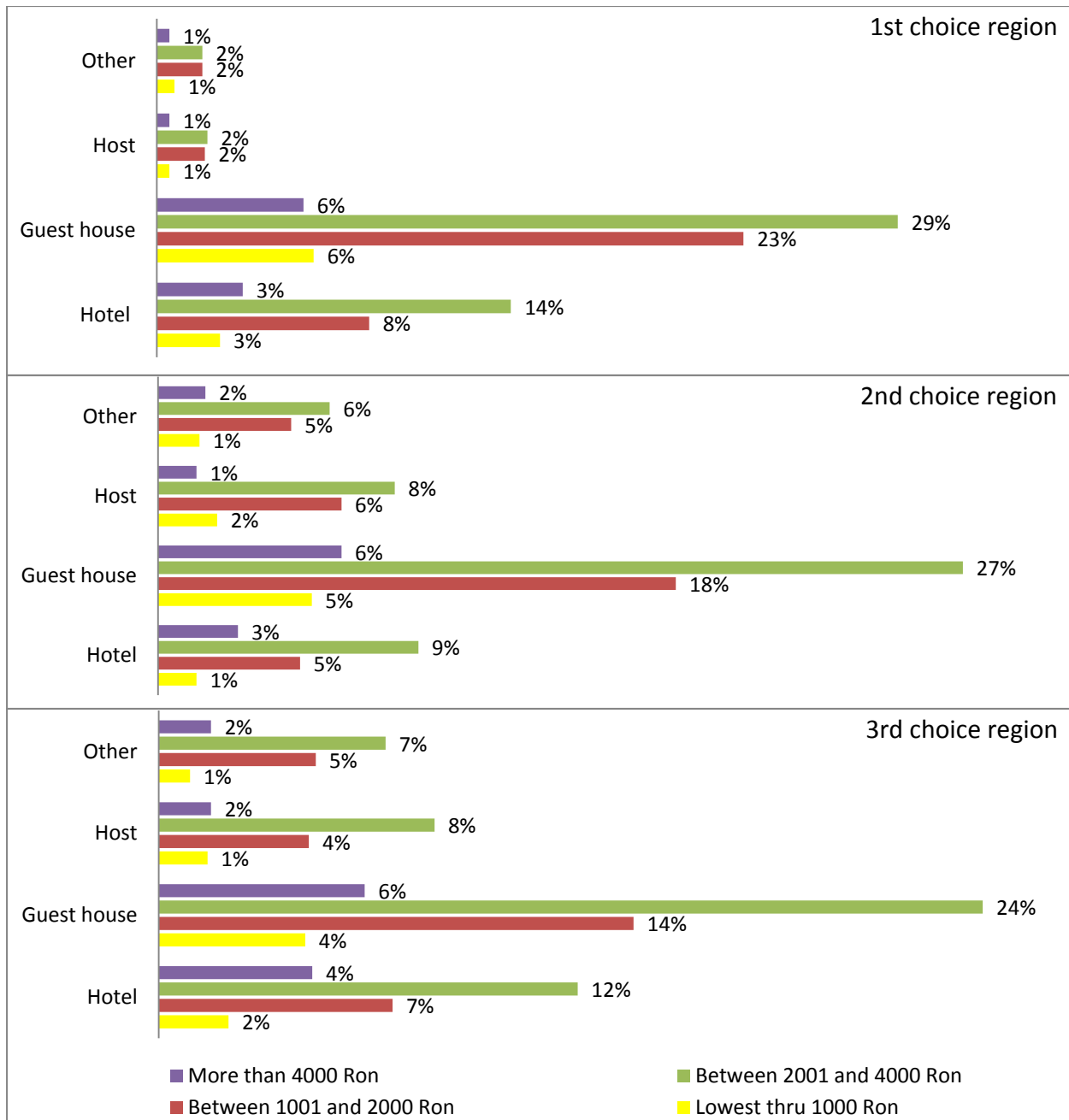


Figure 48 - Relationship between accommodation and income level

Source: Own elaboration

*values under 1% are not presented

In all three regions chosen for inlands vacations, the respondents declared in the favour of guest house units as preferred type of accommodation. The income level of those subjects varied from 2001 Ron (476 Euros) to 4000 Ron (952 Euros). The guest houses were secondly preferred units but by respondents with an income level between 1001 Ron (238 Euros) and

2000 Ron (475 Euros). Regarding the second preferred type of accommodation, the hotel was found among the preference of respondents with incomes between 2001 Ron (476 Euros) and 4000 Ron (952 Euros) – see *Figure 48 - Relationship between accommodation and income level*.

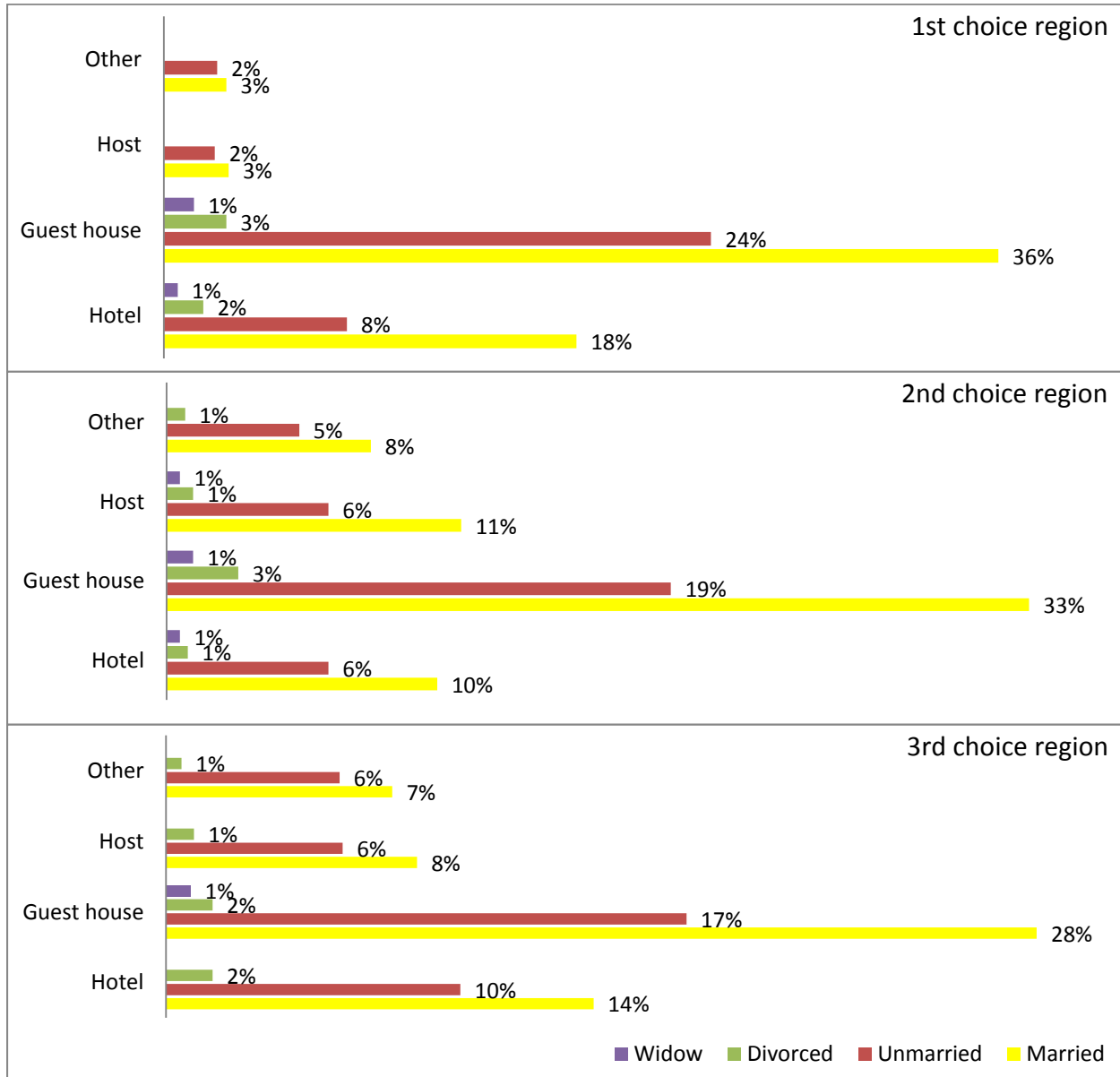


Figure 49 - Relationship between accommodation and civil status

Source: Own elaboration

*values under 1% are not presented

Considering the civil status, more than a quarter of the respondents who declared of being married prefer going on vacation to guest house units. The unmarried segment of

subjects and the divorced ones (in different percentages) opted for the same preference. This option is valid for all three regions from Romania that were chosen for vacations (see Figure 49)

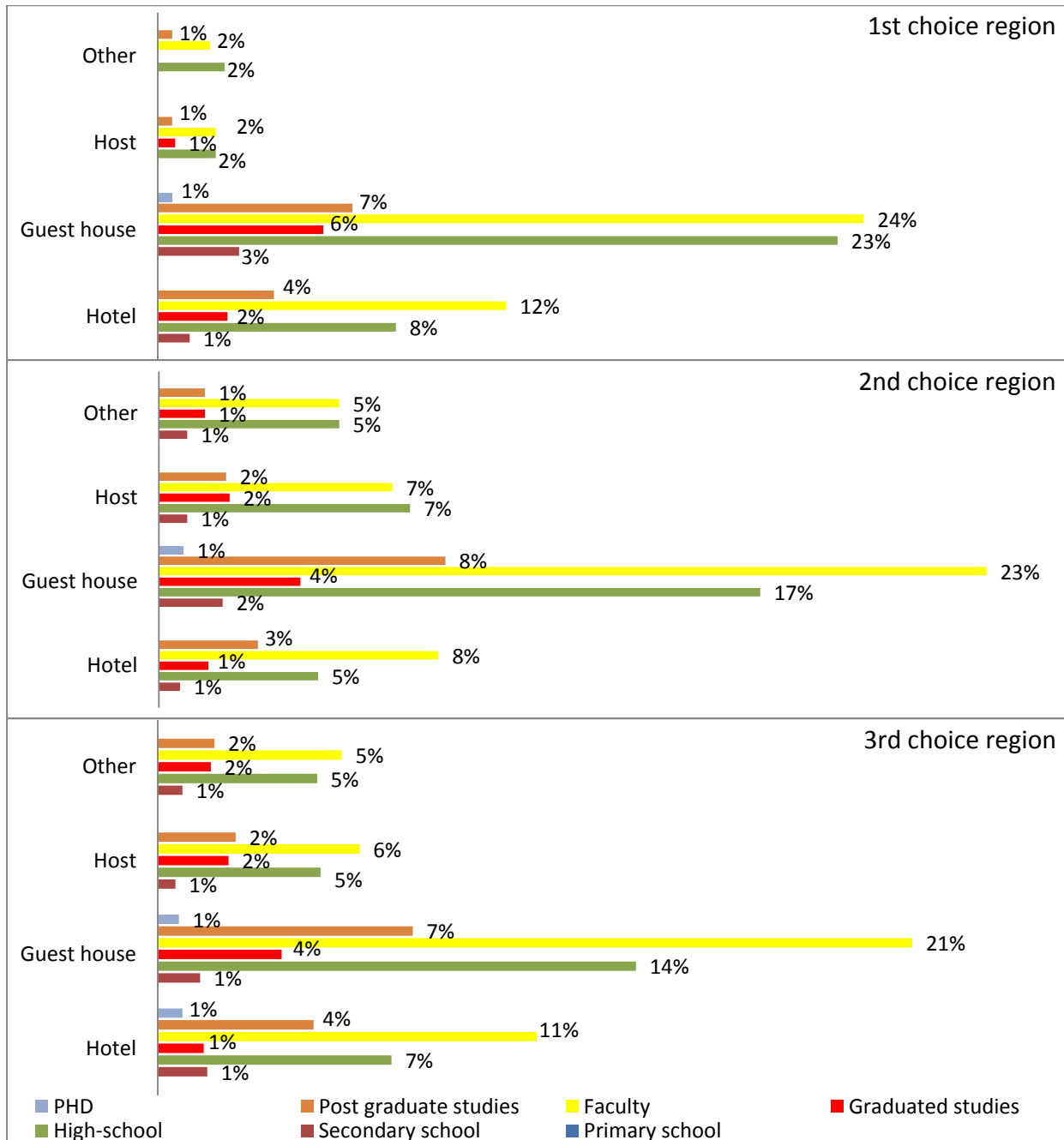


Figure 50 - Relationship between accommodation and educational level

Source: Own elaboration

*values under 1% are not presented

The educational level related with accommodation reveals the fact that in all three regions, respondents having faculty studies prefer guest house units. The same accommodation was preferred by high-schooled subjects (see Figure 50).

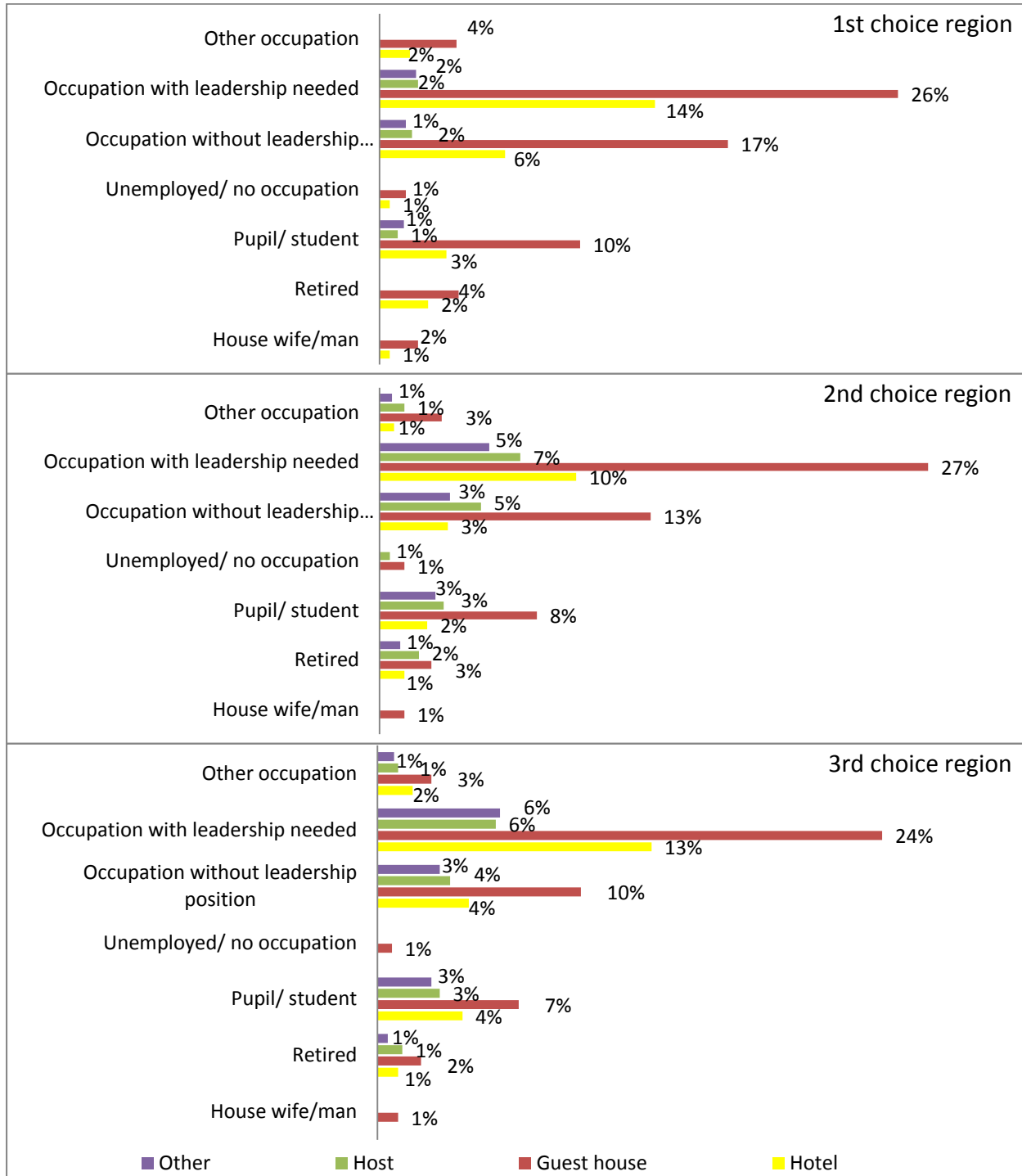


Figure 51 - Relationship between accommodation and occupational status

Source: Own elaboration *values under 1% are not presented

Regarding the occupational status, in all three regions respondents who mostly preferred the guest house units declared of having occupational status with leadership needed. The same accommodation units were preferred for domestic travels by subjects having occupation without leadership position (see Figure 51).

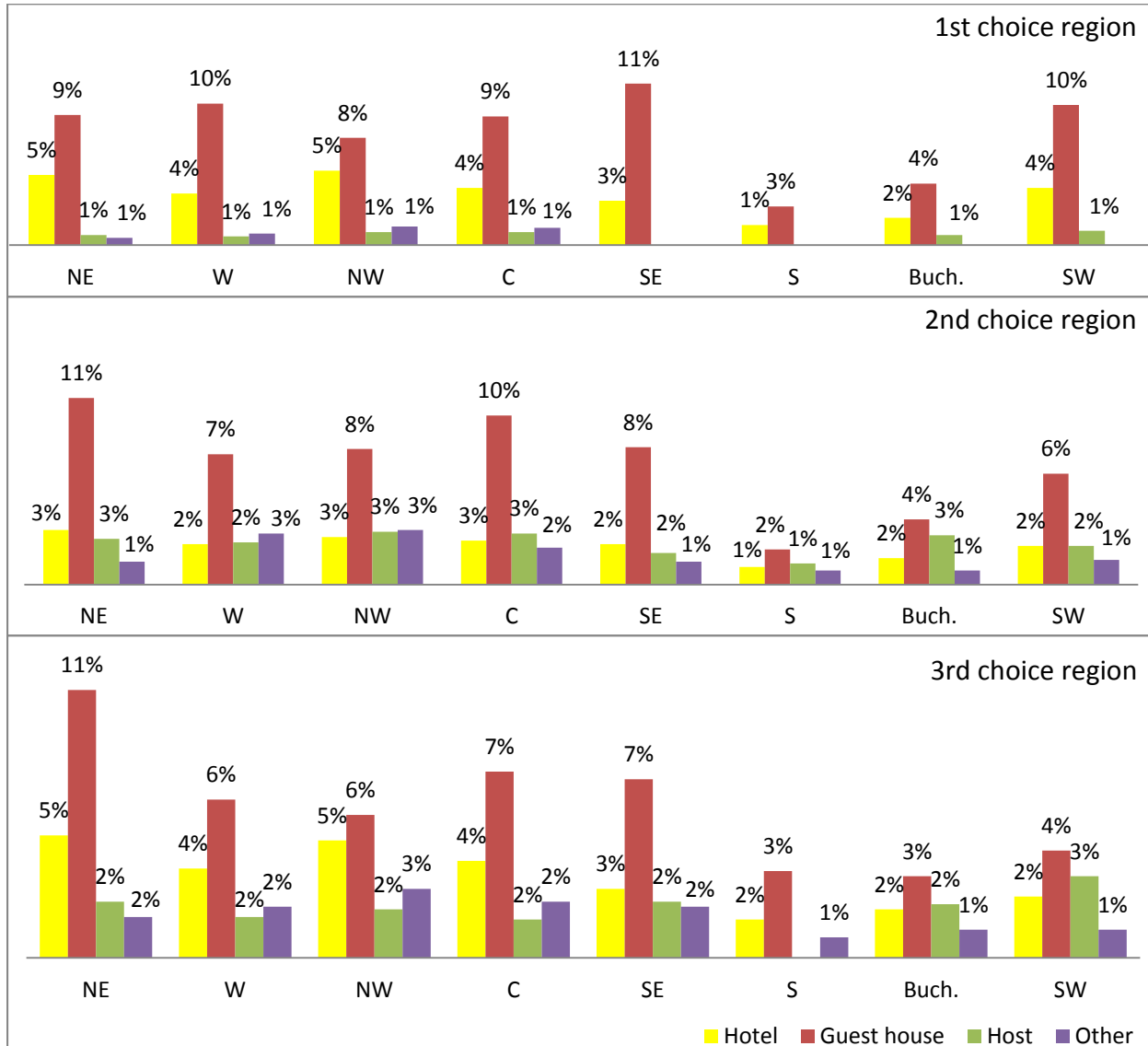


Figure 52 - Relationship between accommodation and residential area

Source: Own elaboration

*values under 1% are not presented

The percentages of the relationship between the preferred accommodation and residential area indicate that respondents residing in all 8 regions enjoys going on domestic

vacations in guest house units. This fact is valid for all 3 regions chosen. Second preferred type of accommodation is the hotel unit (see Figure 52).

[Overnighting]

Into this section of the chapter there will be analysed the relationship between the highest number of nights taken at the mentioned type of accommodation and the socio-demographical characteristics.

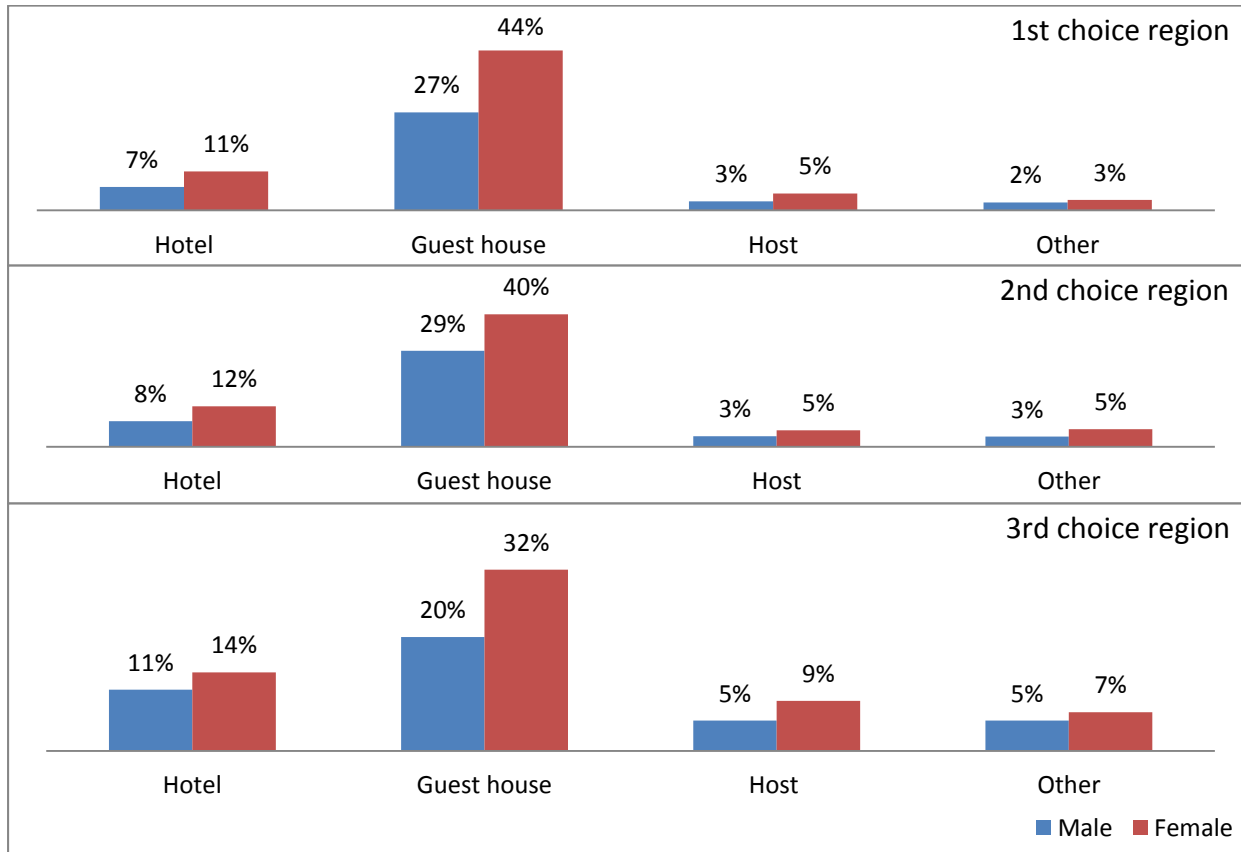


Figure 53 - The relationship between the overnighting and gender

Source: Own elaboration

Regarding the gender, the highest number of nights taken, were observed for the preference of guest houses, for both genders. Mostly females registered the highest percentages on all three regions chosen for vacations (Figure 53 - The relationship between the overnighting and gender).

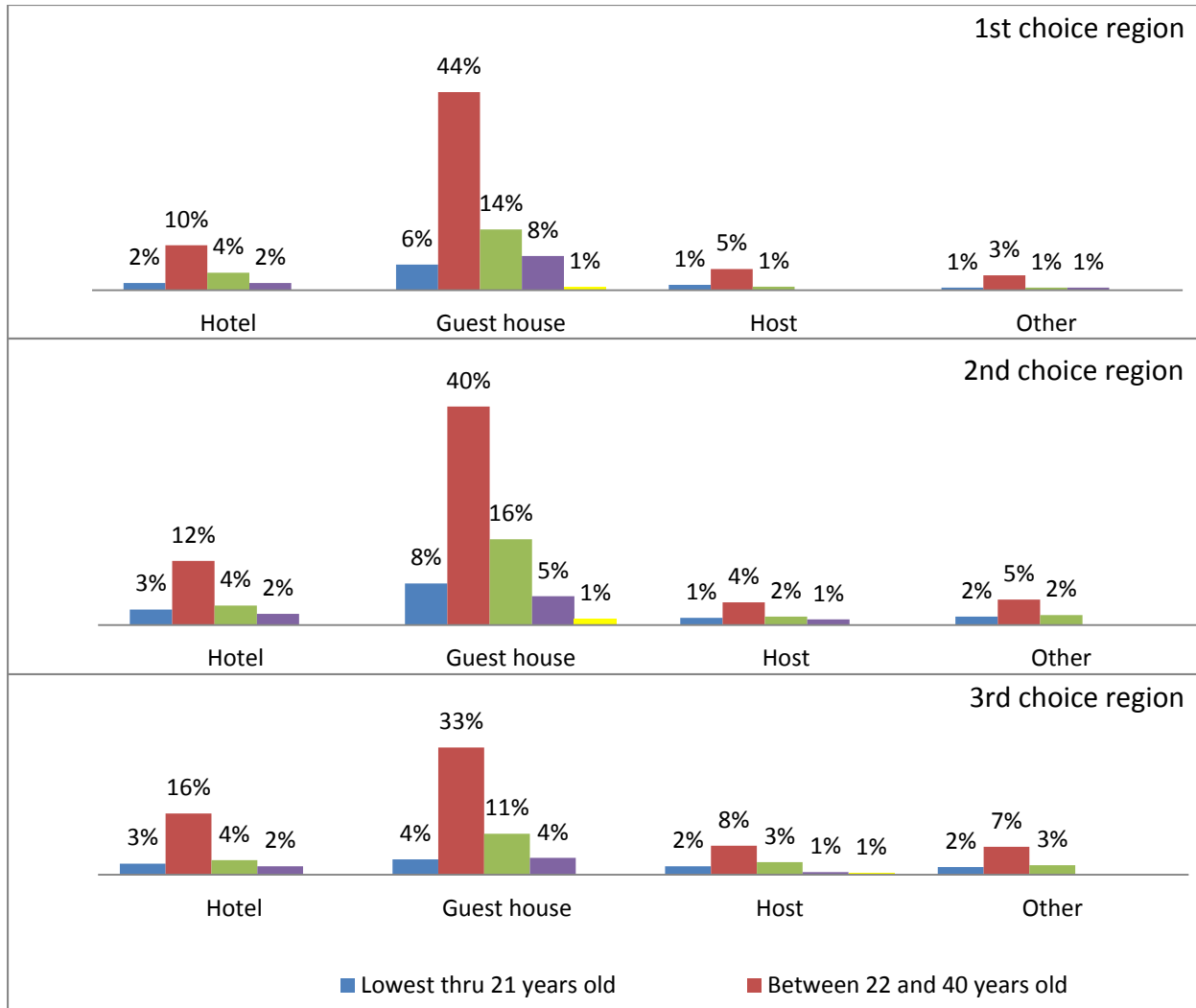


Figure 54 - The relationship between the overnighting and age

Source: Own elaboration

*values under 1% are not presented

Overnighting considered through age level revealed the fact that almost half of the respondents (in all 3 regions) aged between 22 and 40 years old prefer the guest house units for vacations taken in Romania. This age segment is presented as the most preponderant for each type of accommodation (see Figure 54).

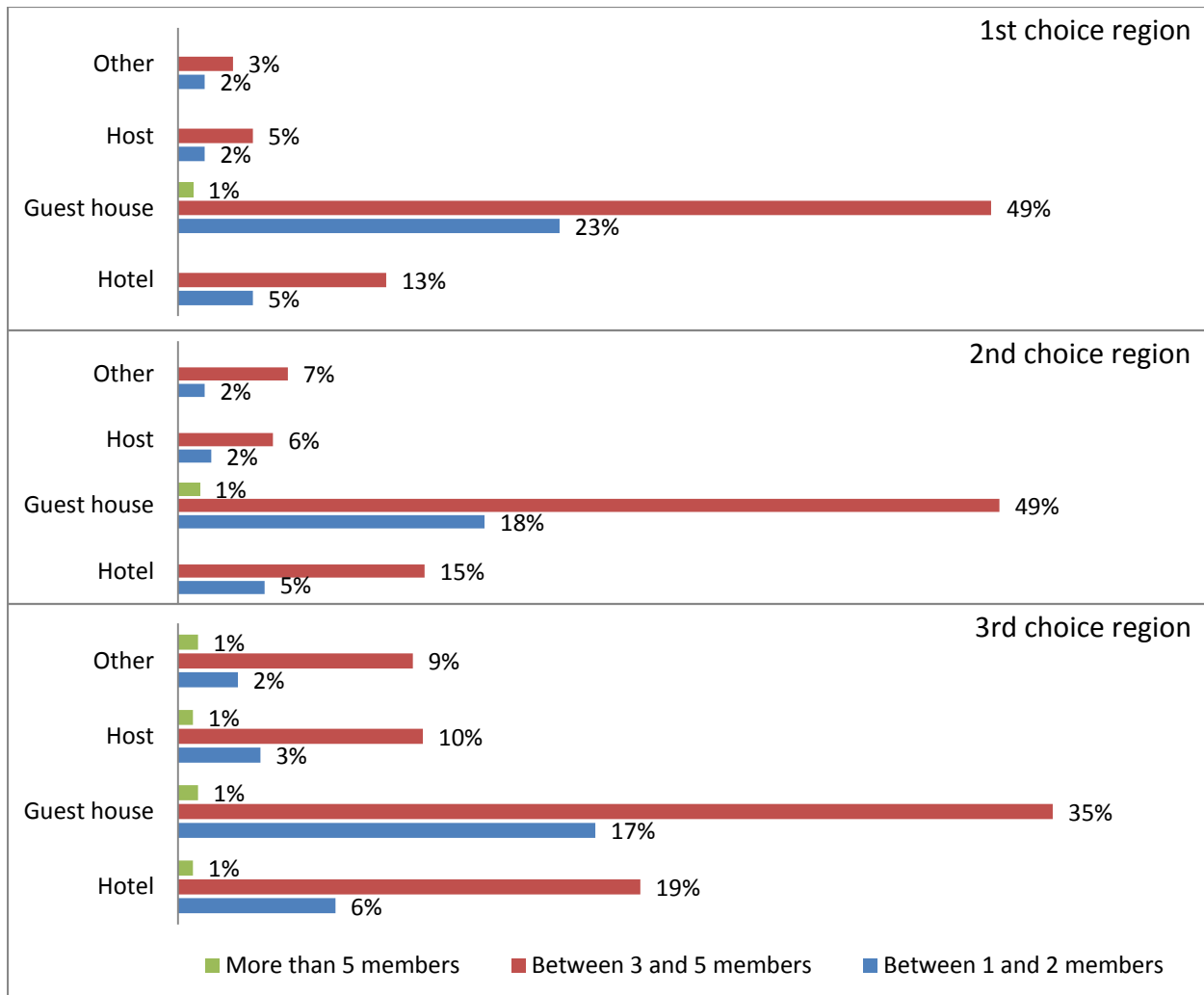


Figure 55 - The relationship between overnighting and the number of family members

Source: Own elaboration

*values under 1% are not presented

In all three regions chosen for vacations the main type of preferred accommodation for overnighting were the guest house units by subjects having between 3 and 5 family members. Same family construction (in highest percentages) was observed also for the rest of the accommodation units (see Figure 55).

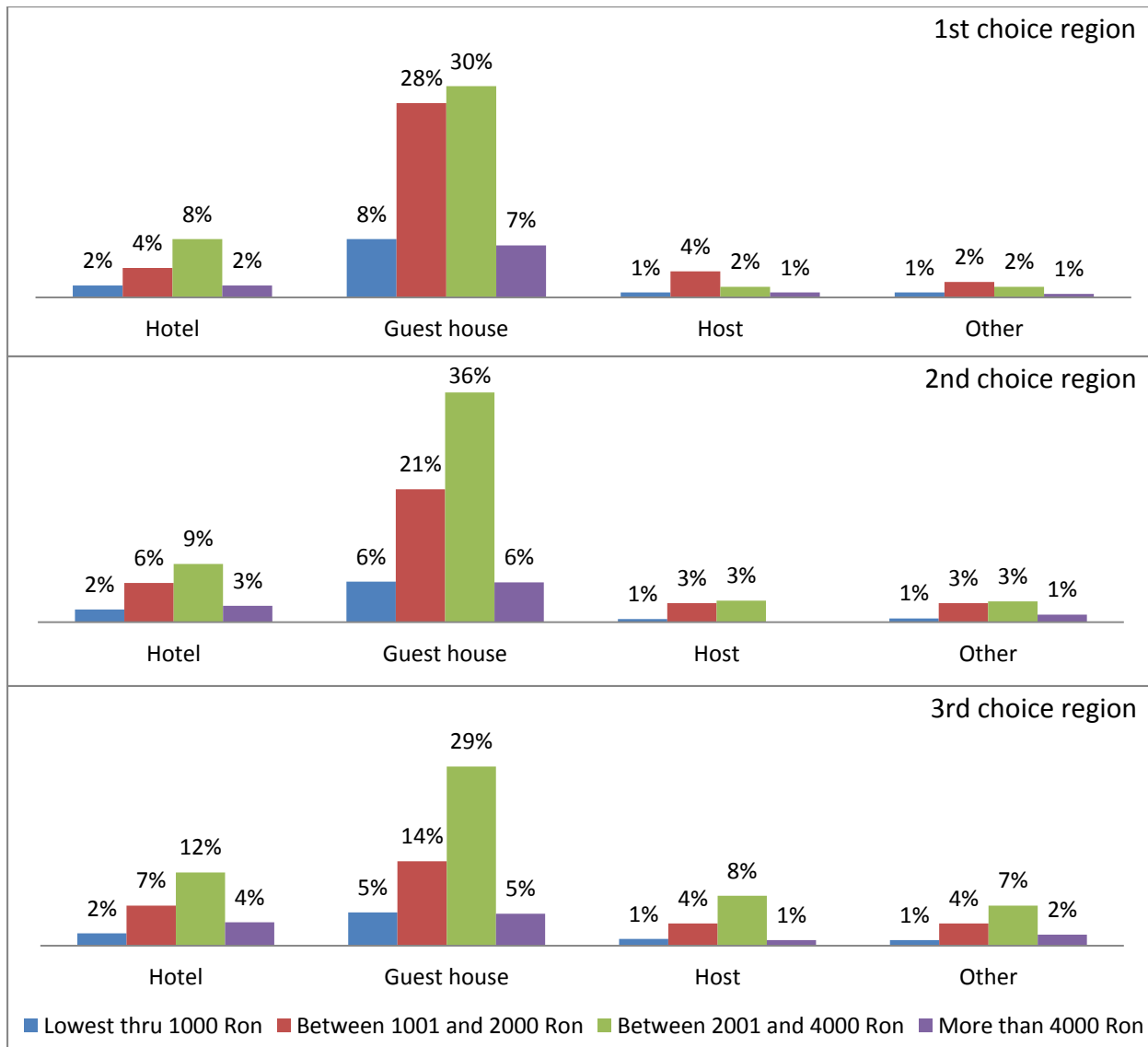


Figure 56 - The relationship between overnighting and income level

Source: Own elaboration

*values under 1% are not presented

The income level between 2001 and 4000 Ron (476 and 952 Euros) represented the highest preponderance among subjects who preferred the guest house units mainly for overnighting. Second level of income was between 1001 and 2000 Ron (238 and 475 Euros) also for the guest house units (see Figure 56).

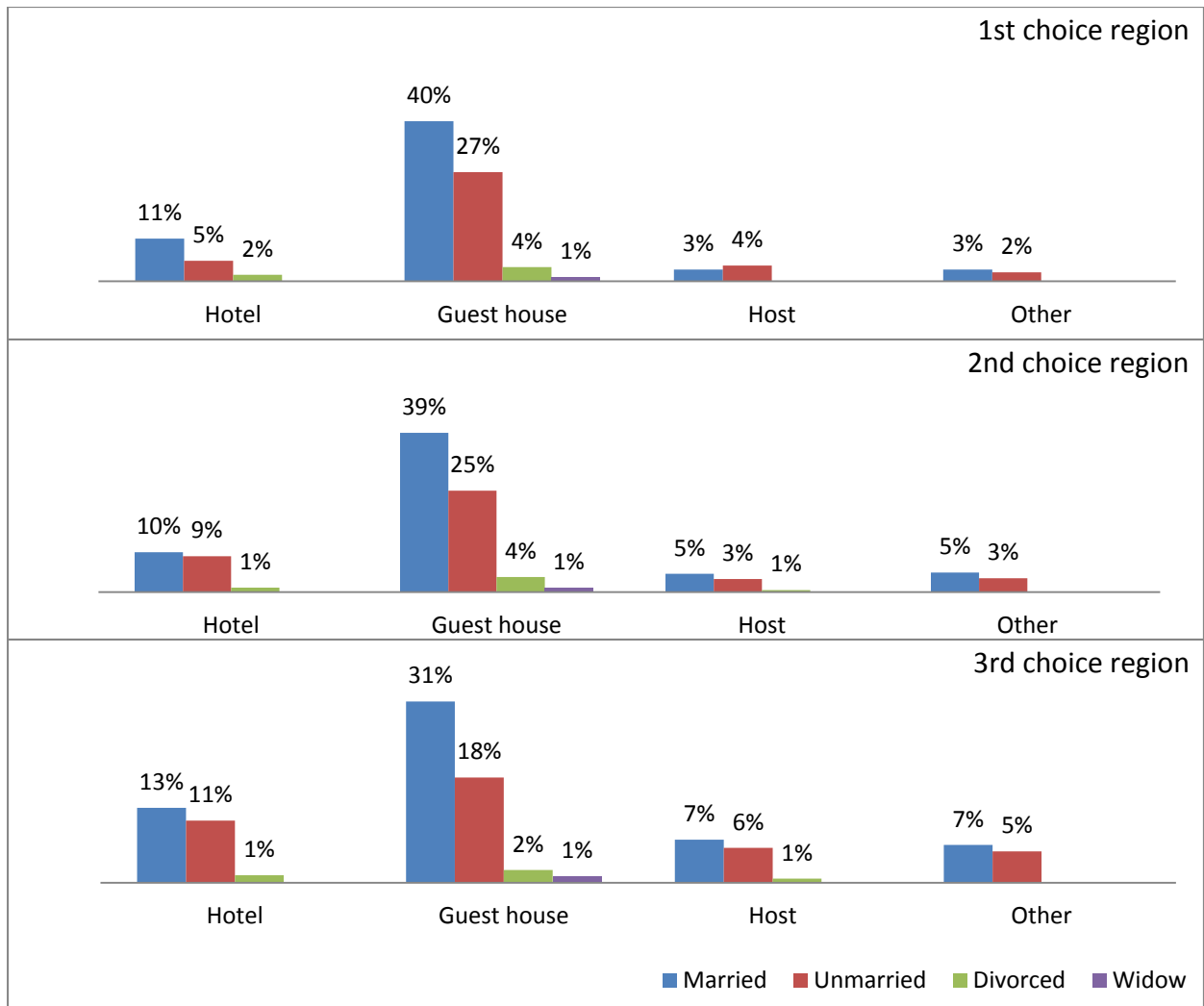


Figure 57 - The relationship between overnighting and civil status

Source: Own elaboration

*values under 1% are not presented

Almost half of the respondents (for all three regions chosen) are married. This segment of civil status declared of preferring the highest overnighting at guest house units. Second place in order of preference, is represented by the selection of unmarried subjects for the overnighting at hotel units (see Figure 57).

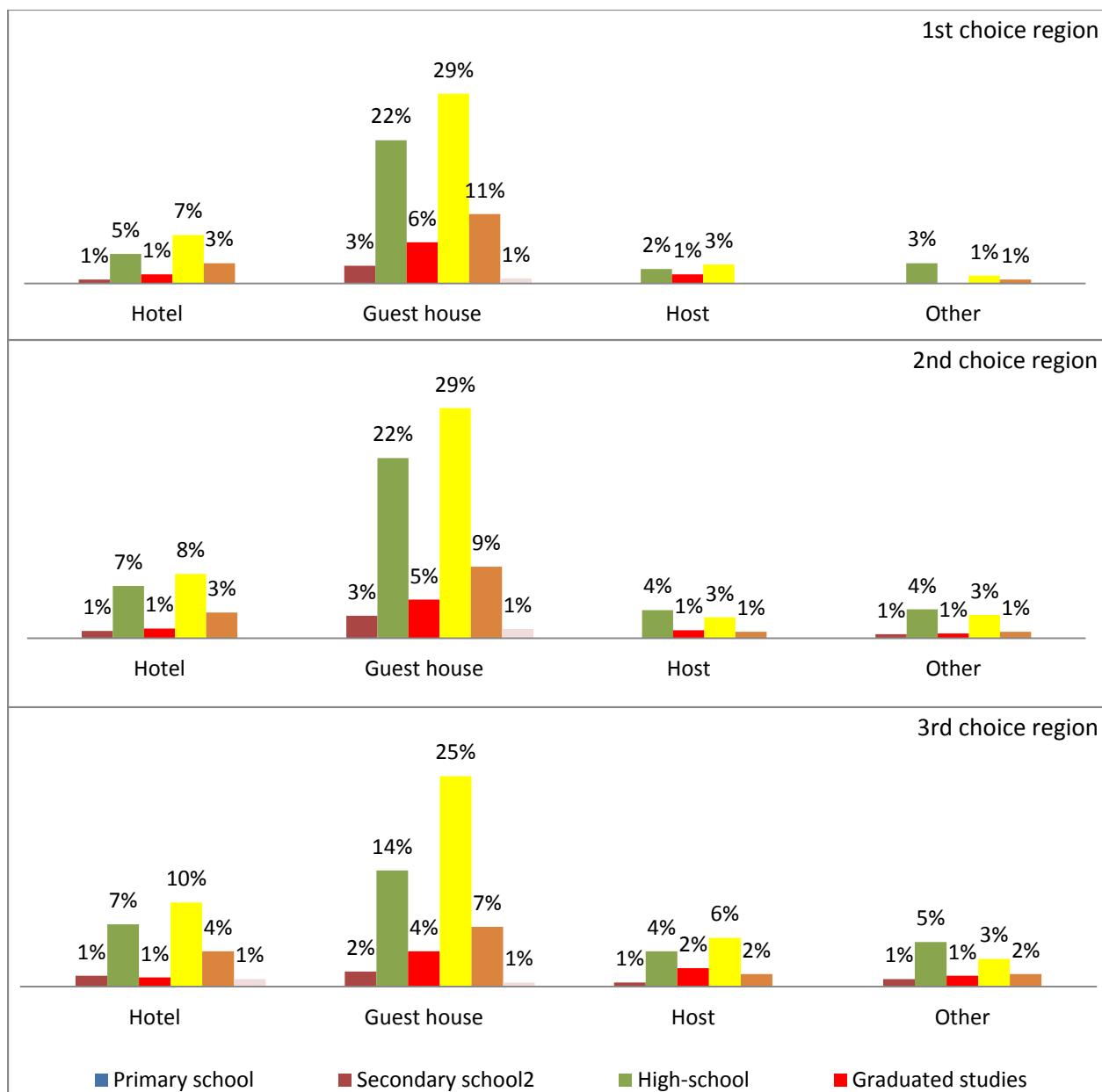


Figure 58 - The relation between overnighting and the educational level

Source: Own elaboration

*values under 1% are not presented

The highest percentages regarding the educational level are observed for respondents having faculty studies. This segment prefers overnighting at guest house units mainly and at hotels secondly. The next educational level found at high percentages is represented by high-schooled subjects. They usually have the same preferences regarding the overnighting (primarily the guest houses and secondly the hotel units) – see Figure 58.

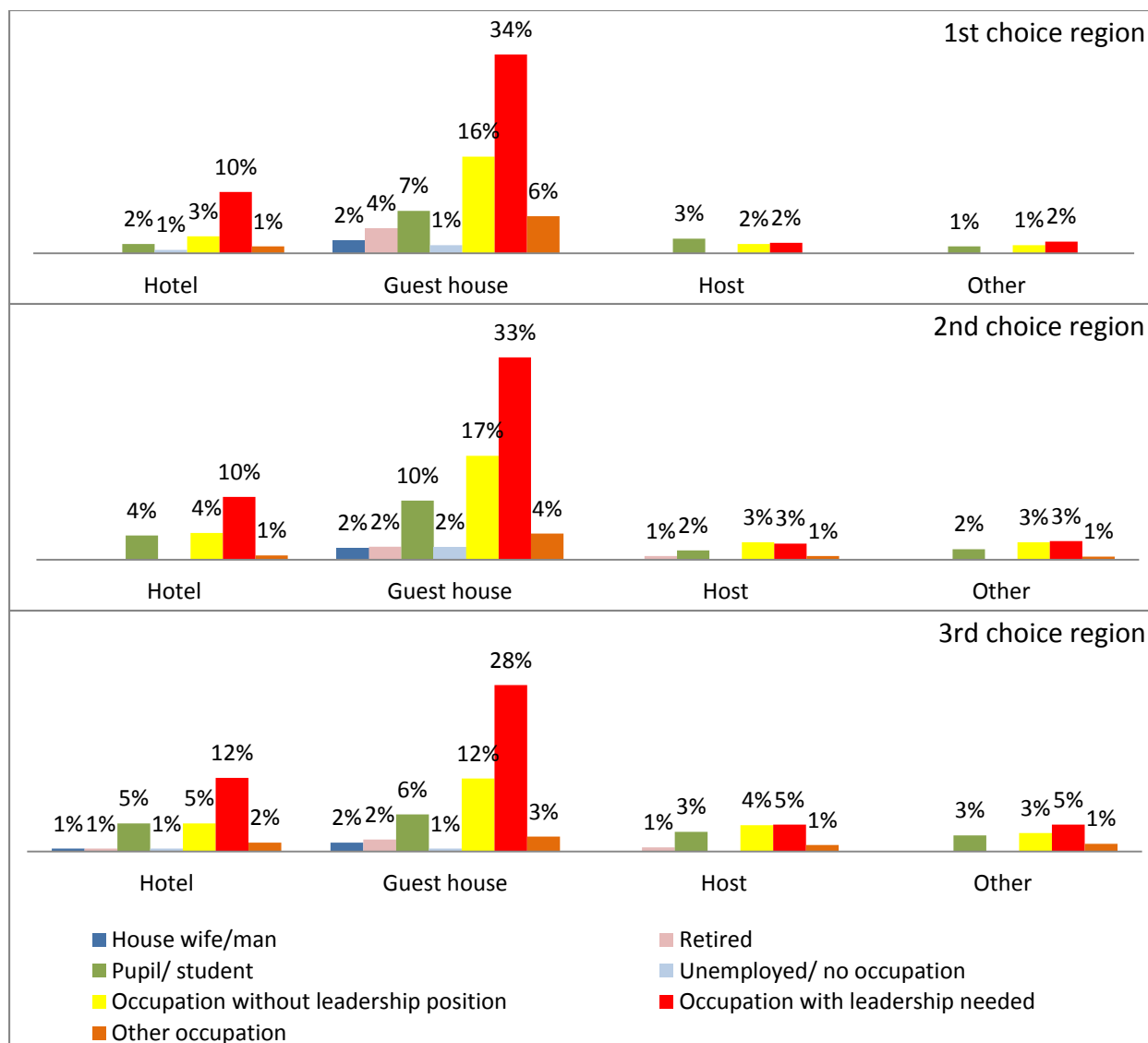


Figure 59 - The relationship between the overnighting and the occupational status

Source: Own elaboration

*values under 1% are not presented

Respondents having occupations with leadership needed represent more than a quarter. This percentage of subjects prefers mostly overnighting at guest house units (on all three regions chosen) – see Figure 59.

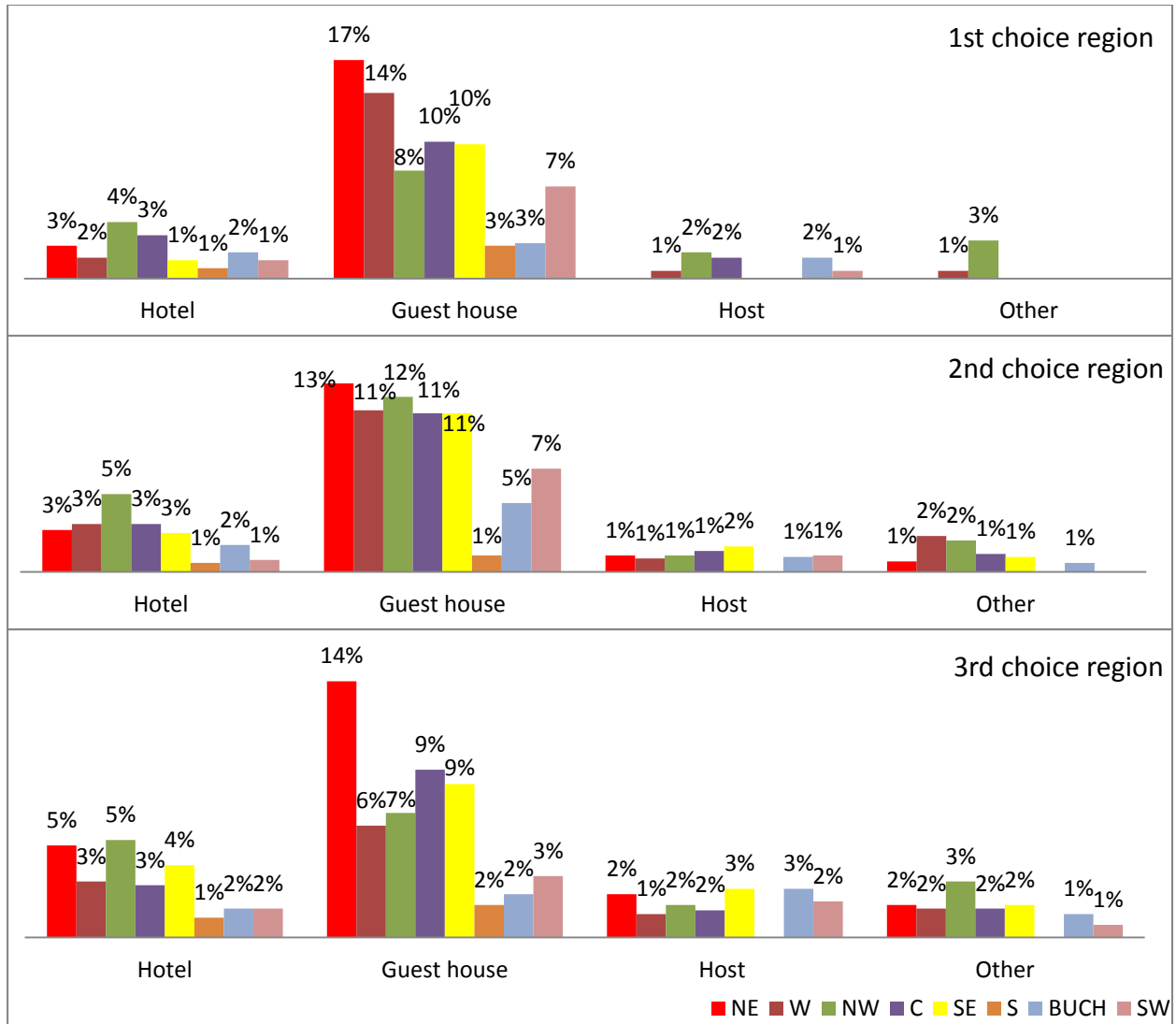


Figure 60 - The relationship between overnighting and the residential area

Source: Own elaboration

*values under 1% are not presented

Regarding the residential area, in all the regions chosen, indifferently of the residential area, the respondents opted for the highest number of overnighting at guest house units. The highest number of nights at guest houses was taken by subjects from the north-east of Romania. Second preference, by majority was observed for hotel units (see Figure 60).

[Level of comfort]

This section is aimed to reveal the preferences regarding the level of comfort (hotels and guest houses) in correlation with the socio-demographical characteristics.

Regarding the gender, female respondents were observed as registering the highest percentages on all types of accommodation comfort and regions chosen for vacation. Among them, the 3 stars comfort was preferred for both hotels and guest houses, in all three regions (see Figure 61).

Between 22 and 40 years old had the respondents who presented the highest percentages on 3* comfort for all regions chosen for vacation and for both accommodation types (see Figure 62).

Between 3 and 5 members had the families of the respondents who mainly preferred going on vacations at 3 stars comfort. The level was also preferred by families with 1 and 2 members (see Figure 63).

Although the income level may be considered as a decisive reason in choosing the level of comfort regarding the accommodation type, most of the respondents (more than a quarter) considered that the 3 stars comfort presented the preferred level. This segment was represented by subjects having between 2001 and 4000 Ron (476-952 Euros) – see Figure 64.

Regarding the civil status, the married respondents represented the category that mostly chose the 3 stars comfort on both hotels and guest houses. Second high percentages were observed for the unmarried respondents (see Figure 65).

The majority of the respondent who opted for 3 stars comfort had faculty studies. The high-schooled subjects (as second high percentage) preferred also the same type of comfort (see Figure 66).

On all three areas and for both types of accommodation there were chosen the 3 stars comfort by respondents having occupation with leadership needed. This segment of occupational status represented the highest percentages (see Figure 67).

The three stars comfort was presented among the main preferences of the respondents, indifferently of the residential area. Second preference was for the 4 stars level, on all regions (see Figure 68).

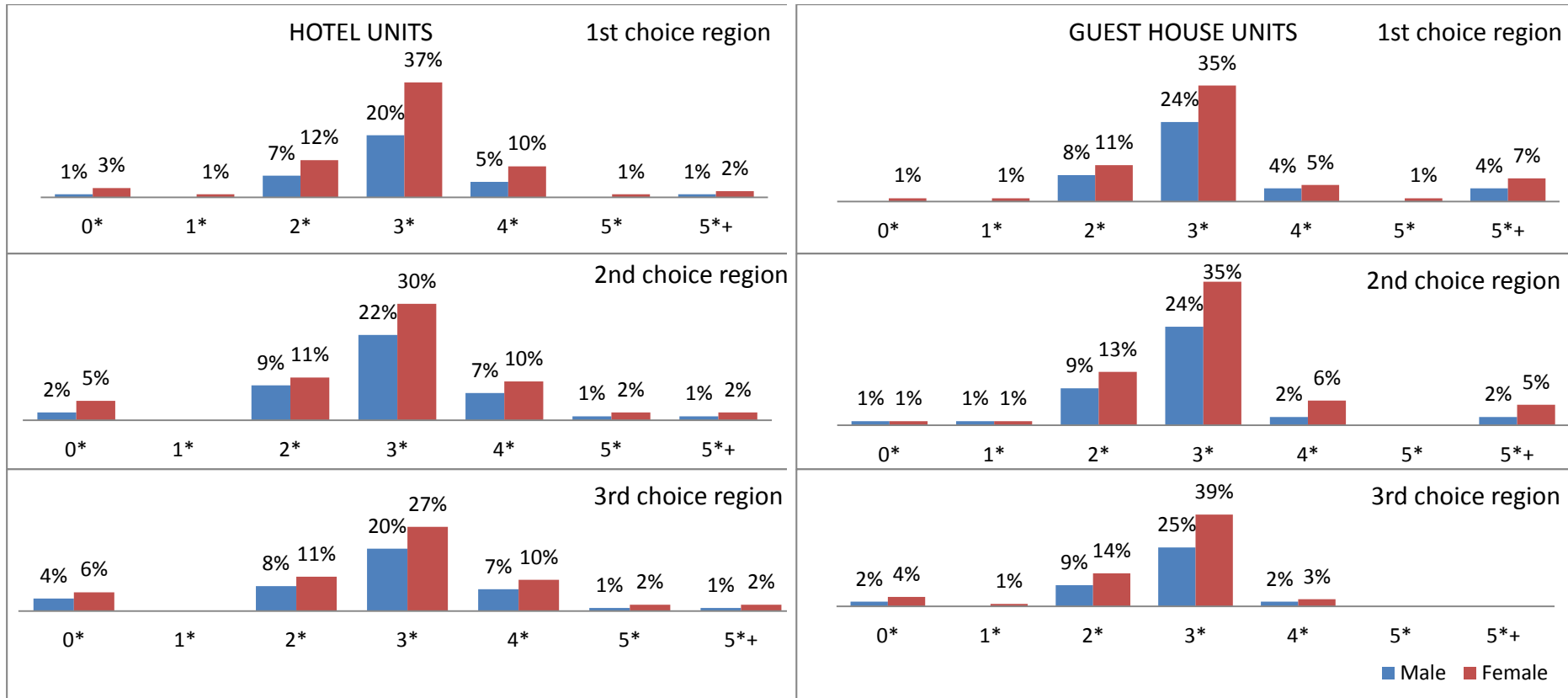


Figure 61 - Relationship between preferred level of comfort and gender

Source: Own elaboration

*values under 1% are not presented

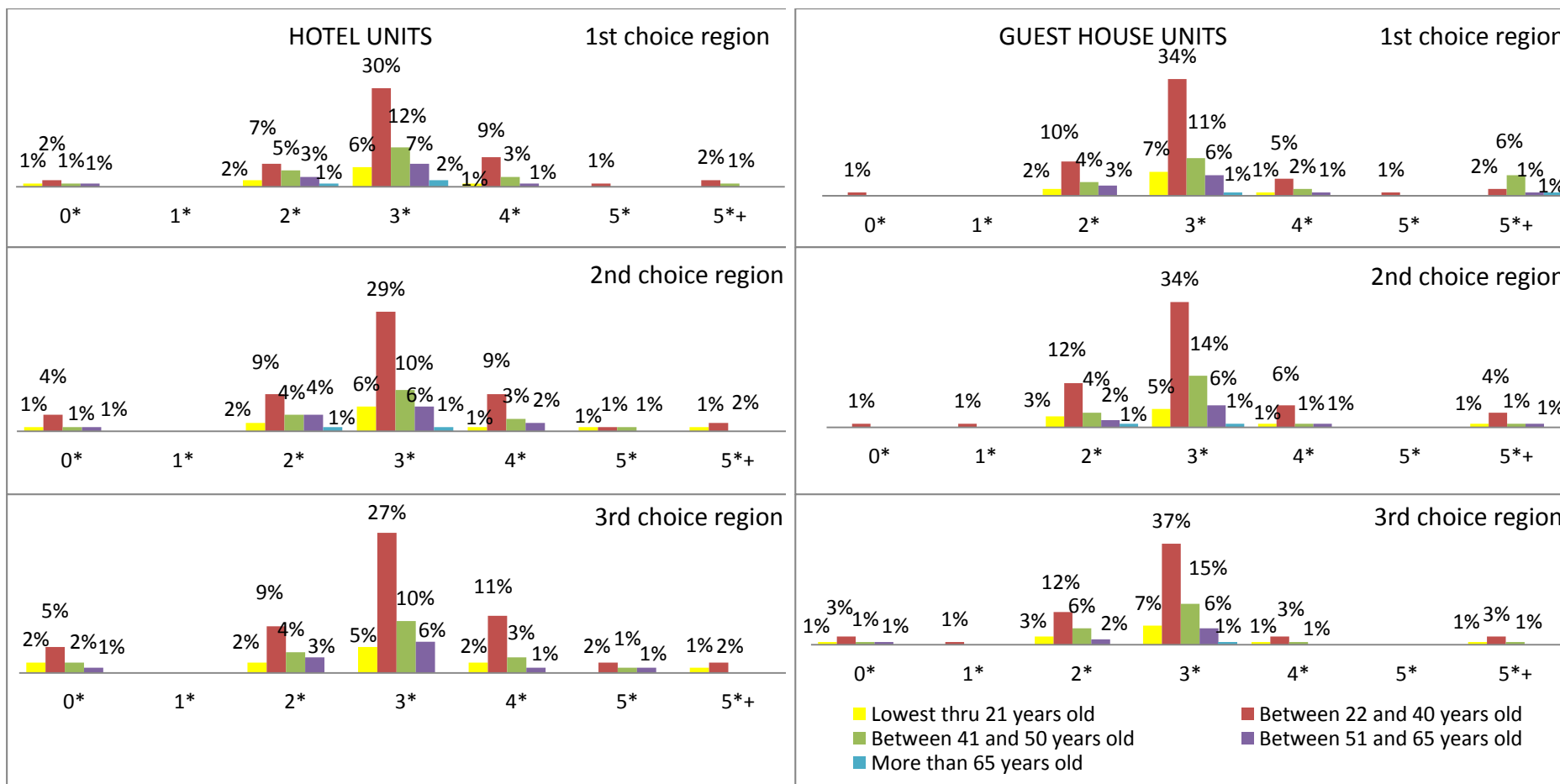


Figure 62 - Relationship between level of comfort and age

Source: Own elaboration

*values under 1% are not presented

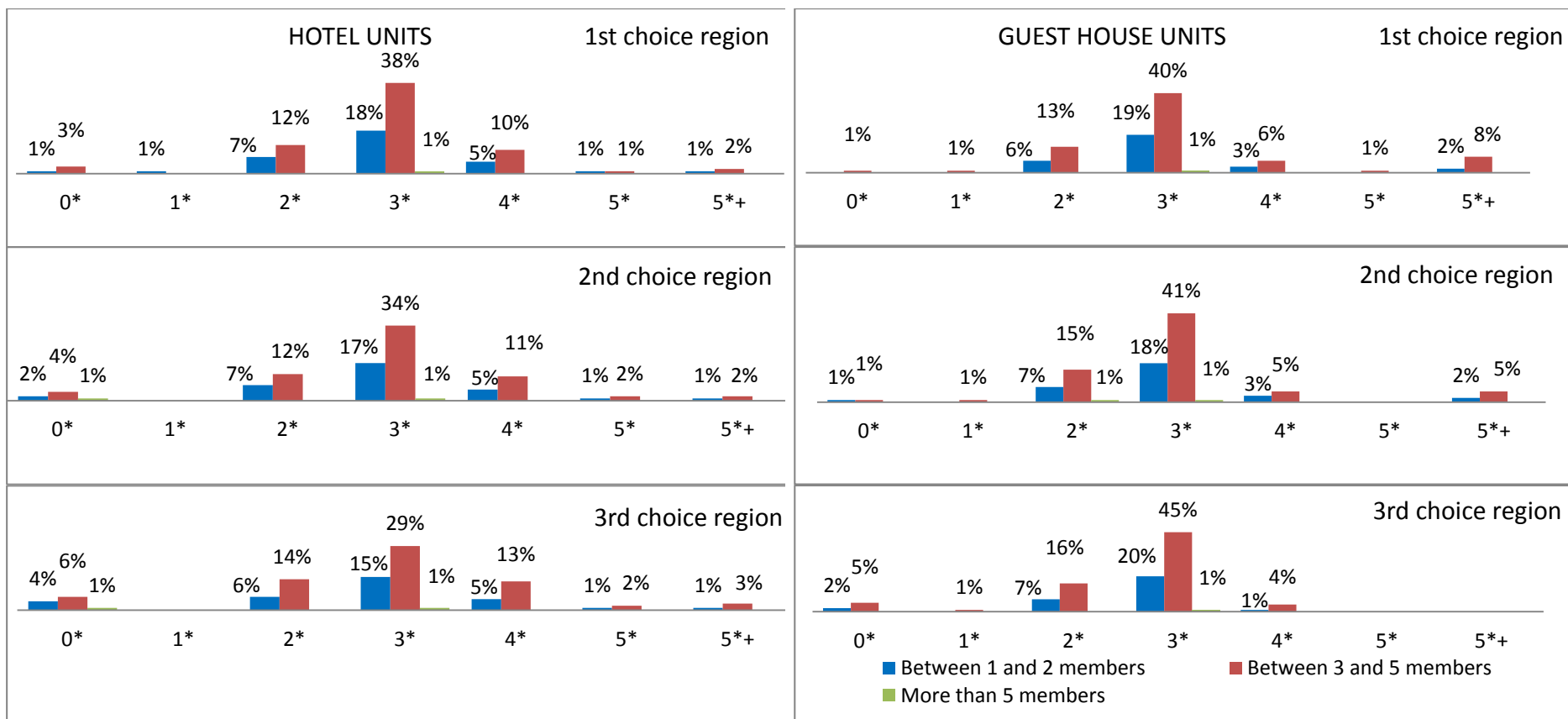


Figure 63 - Relationship between level of comfort and number of family members

Source: Own elaboration

*values under 1% are not presented

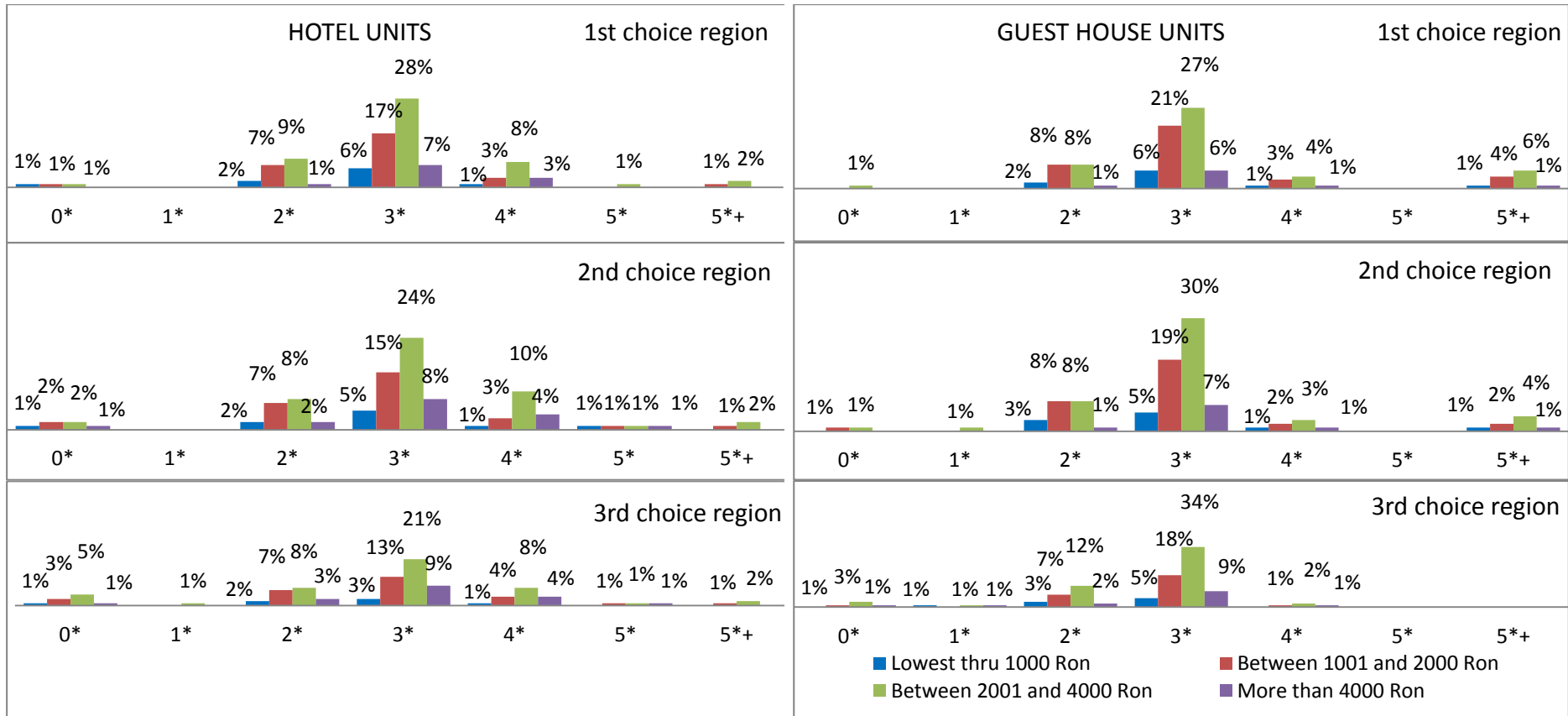


Figure 64 - Relationship between level of comfort and income level

Source: Own elaboration

*values under 1% are not presented

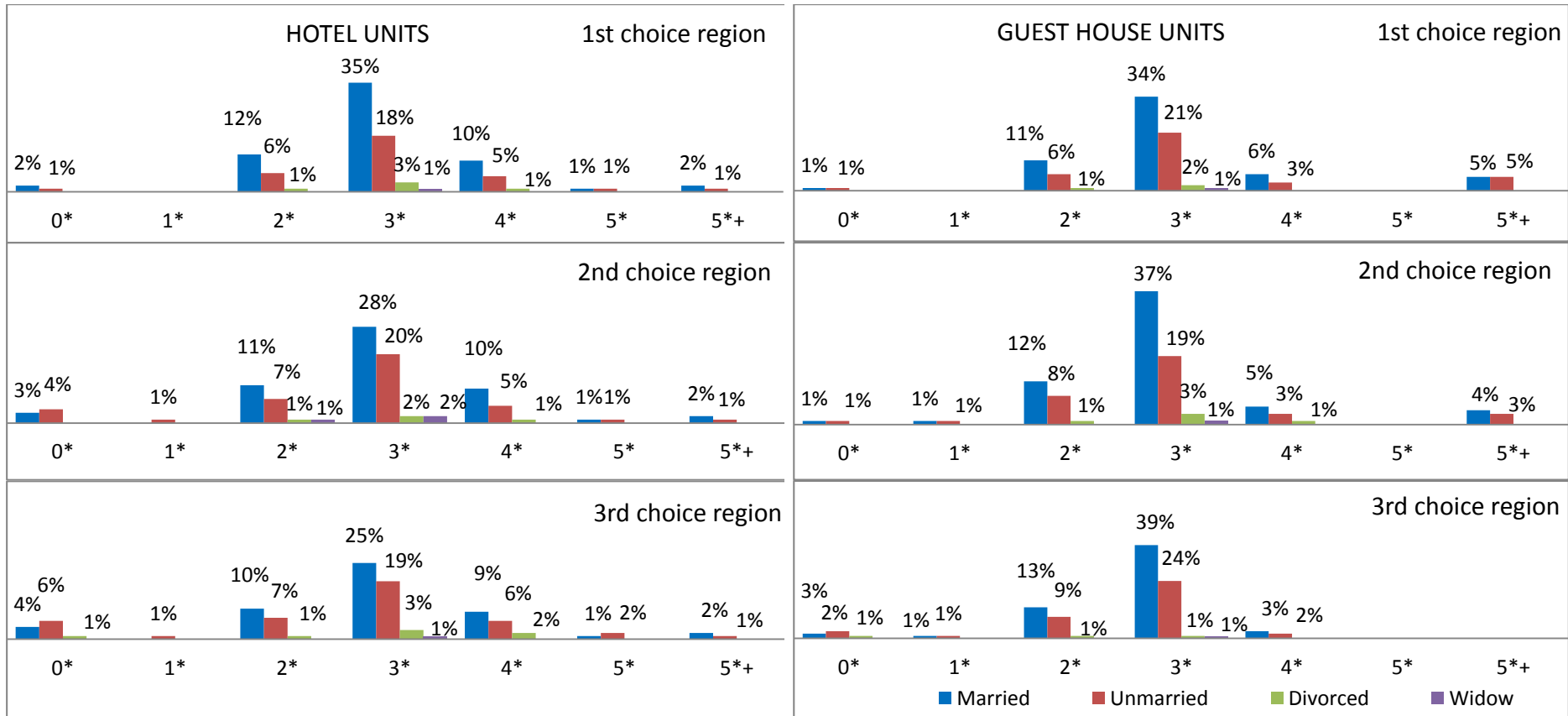


Figure 65 - Relationship between level of comfort and civil status

Source: Own elaboration

*values under 1% are not presented

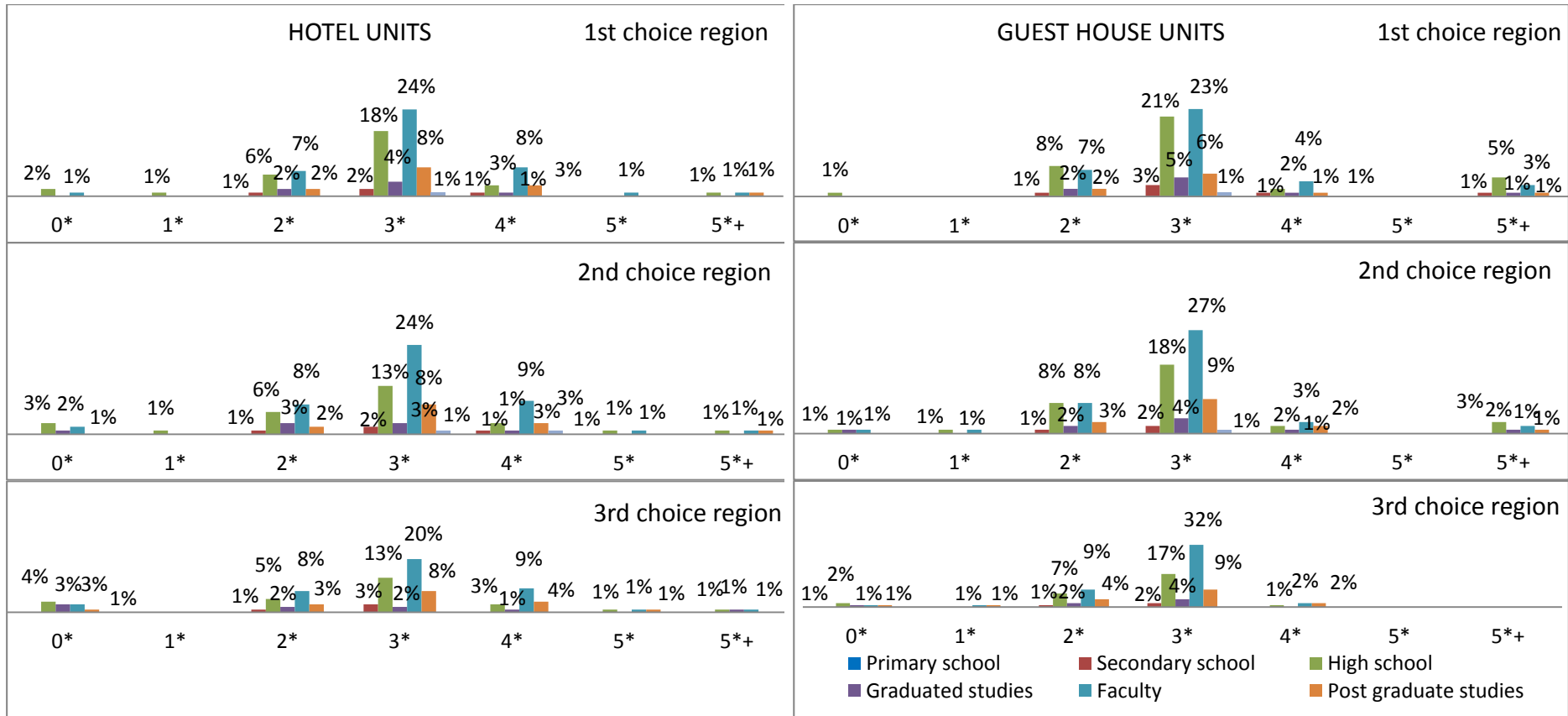


Figure 66 - Relationship between level of comfort and educational level

Source: Own elaboration

*values under 1% are not presented

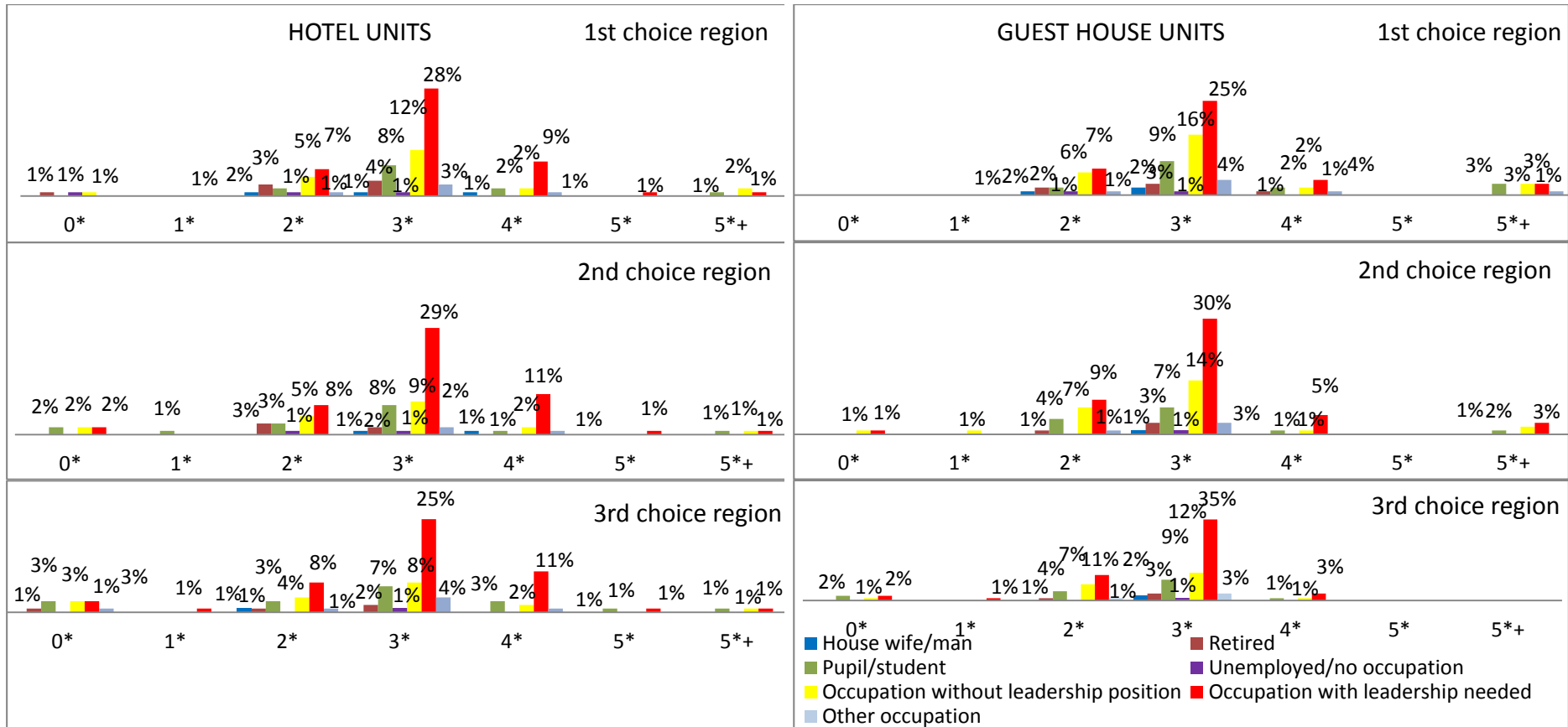


Figure 67 - Relationship between the level of comfort and occupational status

Source: Own elaboration

*values under 1% are not presented

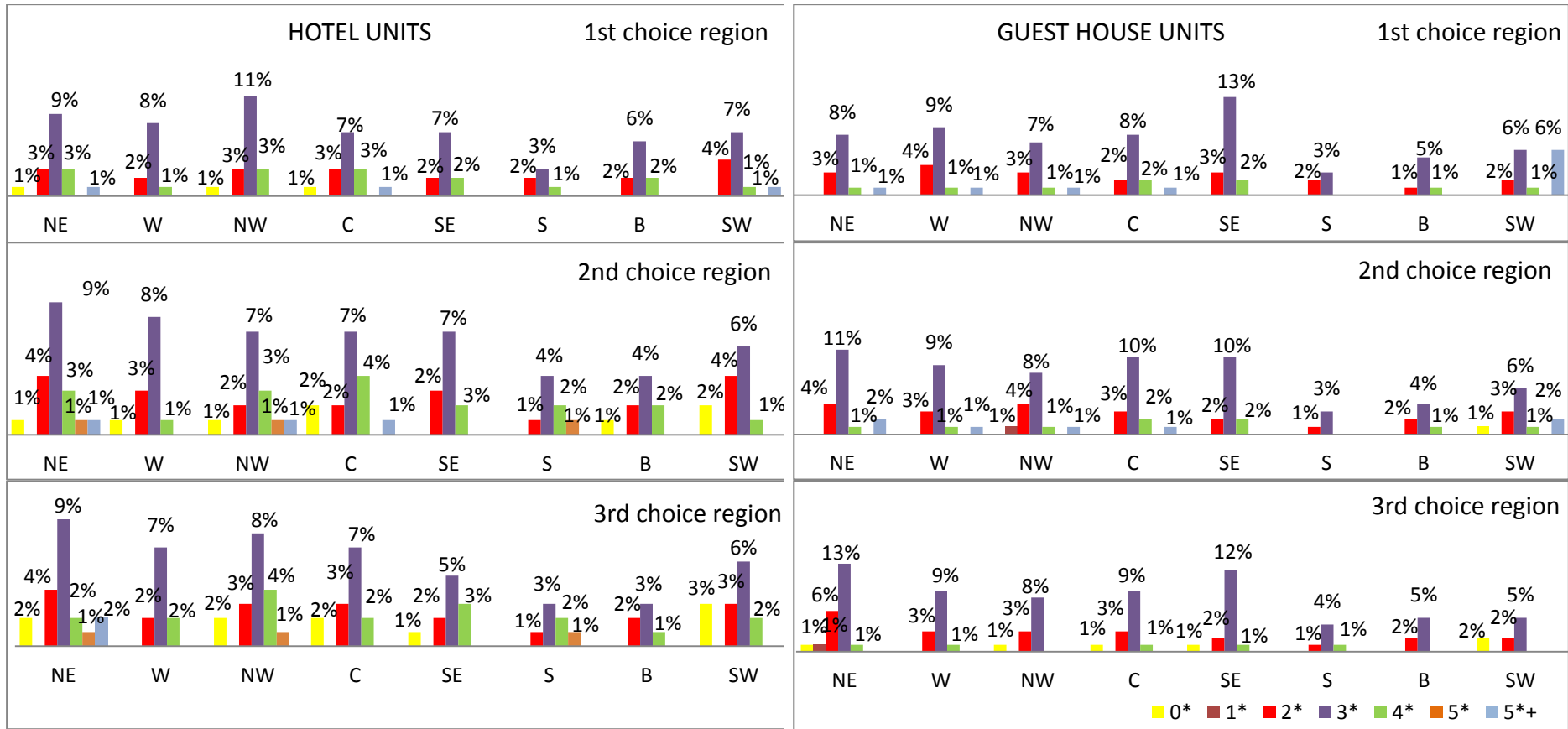


Figure 68 - Relationship between level of comfort and residential area

Source: Own elaboration

*values under 1% are not presented

[Summary]

Comparing the profiles observed, it may be concluded that that regarding the types of departures corroborated with the socio-demographical characteristics, the Romanian tourist is by majority: a female, aged between 22 and 40 years old, married, being in a family with 3 or 5 members, having faculty studies, occupation with leadership needed, and coming from the north-east area mostly. The preferences of this tourist for domestic vacations are resumed at 3 stars guest house units, with an overnighing between 2 and 5 nights. If considered the hotel units, the tourist prefers same the 3 stars level of comfort with overnighing between 2 and 6 nights. This analyse presented importance in establishing the first main type of tourist and its preferences for domestic travel, in order to be developed a better touristic offer.

Table 20
Results by questions regarding the travel preferences

Question	Answers	Frequency (%)			
In the last 12 months, how many times have you been gone outside the residential place, for trips into Romania in each of the following situation?	Annual leave, vacation, stays (over 5 days)	73.2			
	Week-ends and legal holidays	59.8			
	Business trips, delegations, participation in events	19			
	Treatment, healthcare, medical leave	7.2			
	Annual leave, vacation, stays (over 5 days)	73.3			
How many paid nights of accommodation gathered in total these departures for each situation?	Week-ends and legal holidays	58.6			
	Business trips, delegations, participation in events	18			
	Treatment, healthcare, medical leave	7.3			
	<i>First choice</i>	<i>Locality</i>	<i>Region</i>	<i>Locality</i>	<i>Region</i>
	Which were the 3 most important localities/regions in Romania in which you travelled in the last 12 months, taken after the total number of nights paid?	CONSTANTA	South-east	27.9	30.6
Seaside					
BRASOV		Centre	11.0	23.8	
Mountain side					
BIHOR		North-west	5.8	12.6	
Rural					
Open answers		North-east		9.6	
		West		8.3	
		South-west		6.7	
		South		6.3	
	Bucharest-Ilfov		2.1		
Number of departures in the first region chosen	No departure in the first choice		6.1		
	One departure		89.8		
	Two departures		3.9		
	Three departures		0.2		
Number of departures by type	Annual leave, vacation, stays (over 5 days)		62.8		
	Week-ends and legal holidays		25.8		
	Business trips, delegations, participation in events		6.5		
	Treatment, healthcare, medical leave		4.9		
	What types of accommodation did you used at the most important 3 destinations in Romania in the last 12 months – please indicate the main accommodation unit, after the cumulative total number of nights	Hotel		27.4	
Guest house			62.1		
Host			5.3		
Other (chalet, camping, small house, hostelry, tent etc.)			5.2		

Overnighting at the mentioned accommodation units	Hotel			17.2
	Guest house			70.7
	Host			7.1
	Other (chalet, camping, small house, hostelry, tent etc.)			5.1
	Unclassified			3.7
How many stars had the hotel where you were booked?	Unclassified			3.7
	1*			0.9
	2*			18.7
	3*			56.8
	4*			14.9
	5*			1.6
	more than 5*			3.3
How many stars had the guest house where you were booked?	Unclassified			1.3
	1*			0.7
	2*			19.1
	3*			58.9
	4*			9
	5*			0.8
	more than 5*			10.2
<i>Second choice</i>	<i>Locality</i>	<i>Region</i>	<i>Locality</i>	<i>Region</i>
Which were the 3 most important localities/regions in Romania in which you travelled in the last 12 months, taken after the total number of nights paid?	BRASOV	Centre	13.6	28.6
	Mountain side			
	CONSTANTA	North-west	10.3	14.7
	Seaside			
	PRAHOVA	South-east	6.3	13.6
	Mountain side			
	Open answers	North-east		12.4
		West		10.2
	South		8.6	
	South-west		7.4	
	Bucharest-Ilfov		4.5	
Number of departures in the second region chosen	No departure in the second choice			42.6
	One departure			55.5

Number of departures by type	Two departures	1.8		
	Three departures	0.1		
	Annual leave, vacation, stays (over 5 days)	22.9		
	Week-ends and legal holidays	60.3		
	Business trips, delegations, participation in events	13.4		
	Treatment, healthcare, medical leave	3.4		
What types of accommodation did you used at the most important 3 destinations in Romania in the last 12 months – please indicate the main accommodation unit, after the cumulative total number of nights	Hotel	16.8		
	Guest house	52.5		
	Host	17.8		
	Other (chalet, camping, small house, hostelry, tent etc.)	5.2		
Overnighting at the mentioned accommodation units	Hotel	18.9		
	Guest house	65.4		
	Host	7.8		
	Other (chalet, camping, small house, hostelry, tent etc.)	7.9		
How many stars had the hotel where you were booked?	Unclassified	6.8		
	1*	0.6		
	2*	19.6		
	3*	51.5		
	4*	16.1		
	5*	2.6		
	more than 5*	2.8		
	How many stars had the guest house where you were booked?	Unclassified	2.3	
		1*	1.3	
2*		21.9		
3*		59.3		
4*		8.1		
5*		0.4		
more than 5*		6.6		
<i>Third choice</i>	<i>Locality</i>	<i>Region</i>	<i>Locality</i>	<i>Region</i>

Which were the 3 most important localities/regions in Romania in which you travelled in the last 12 months, taken after the total number of nights paid?	BRASOV	Centre	11.3	27
	Mountain side			
	CONSTANTA	North-east	8.8	13.9
	Seaside			
	BUCHAREST	North-west	7.9	13.4
	Capital/cultural			
	<i>Open answers</i>	South-east		12.5
		West		8.9
	South-west		8.4	
	Bucharest-Ilfov		8.1	
	South		7.9	
Number of departures in the third region chosen	No departure in the third choice			68.8
	One departure			30.3
	Two departures			0.7
	Three departures			0.1
Number of departures by type	Annual leave, vacation, stays (over 5 days)			19.8
	Week-ends and legal holidays			53.6
	Business trips, delegations, participation in events			22.5
	Treatment, healthcare, medical leave			4.2
What types of accommodation did you used at the most important 3 destinations in Romania in the last 12 months – please indicate the main accommodation unit, after the cumulative total number of nights	Hotel			24.9
	Guest house			46.8
	Host			14.9
	Other (chalet, camping, small house, hostelry, tent etc.)			13.3
Overnighting at the mentioned accommodation units	Hotel			23.9
	Guest house			50.5
	Host			13.8
	Other (chalet, camping, small house, hostelry, tent etc.)			11.8
How many stars had the hotel where you were booked?	Unclassified			10.5
	1*			0.6
	2*			18.6
	3*			47

	4*	16.9
	5*	3.2
	more than 5*	3.2
How many stars had the guest house where you were booked?	Unclassified	5.7
	1*	1.8
	2*	23
	3*	64.5
	4*	4.7
	5*	0
	more than 5*	0.4

Source: Own elaboration

4.3. Aspects regarding the last vacation spent in Romania

The next section of this analyse is aimed to present the main characteristics of the past vacation spent in Romania. The last holiday may have been taken between 1 and 3 years distance from the time of the study. There will be examined the preferences of the Romanian tourists considering their travel experiences, through answering of questions like area of last vacation, returning factor, choice motivations, decision maker, displacement and transportation, information sources used, organizer, accommodation aspects valued, preferred activities, positive or negative memories, and recommendation factor.

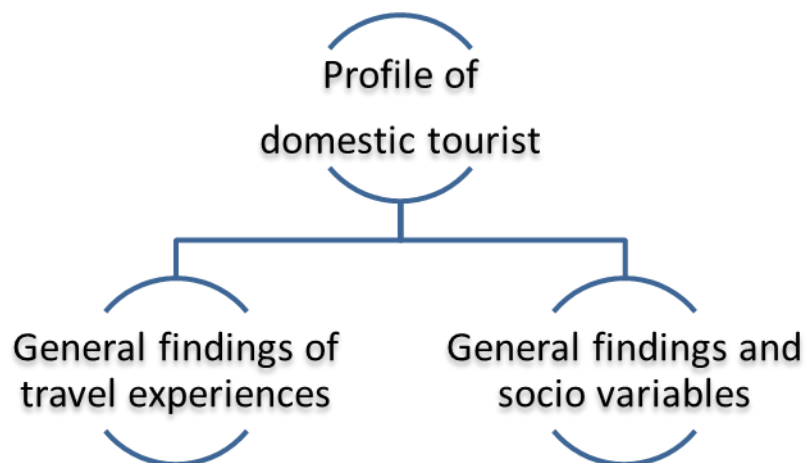


Figure 69 – Structure of section 4.3

Source: Own elaboration

This section is trunked in two main parts: general findings of travel experiences, and the relationship between the general findings and socio-demographical variables. In the end, there will be developed the profile of the Romanian tourist in Romania, considering the behaviour in domestic travels and its social characteristics.

General findings

[In what county from Romania is the accommodation unit where you spent your last vacation?]



Figure 70 - Map of Romania – county of last vacation

Source: Own elaboration

Regarding the last vacation spent in Romania, the county most frequented was Constanta (28.1%) – sea side area. The second county on preferences was Brasov (11.2%) – mountain area, and the third one was Bihor (5.8%) – mountain area, and rural tourism. On the opposite preferences, the least wanted destinations were counties like Giurgiu, Teleorman and Vaslui. In these regions there is no kind of tourism or some rural tourism may be found. A motivation regarding this dislike may be the fact that in the least wanted counties there is no kind of tourism impact development (road infrastructure, rare accommodation units or touristic facilities, and no leisure time spending activities) – see Figure 70.

Table 21

Region of last accommodation unit

Region of Romania	Percentage
South East (VN, GL, BR, TL, BZ, CT)	31
Centre (AB, SB, MS, HG, CV, BV)	24
North West (BH, BN, CJ, MM, SM, SJ)	13
North East (IS, BT, NT, SV, BC, VS)	10
West (AR, CS, HD, TM)	8
South West Oltenia (MH, GJ, VL, OT, DJ)	7
South Muntenia (PH, DB, AG, IL, CL, GR, TR)	6
Bucharest-Ilfov (B, IF)	1

Source: Own elaboration

Considering the area most visited on vacation, the south-east of Romania (31%) represented by Constanta was in the top of the preferences (see Table 21). On the second place lays the Centre area through Brasov County (24%) and on third, the North West area through Bihor County (13%). *Figure 41 - Comparison between preferred areas for vacation*, confirms the fact that preferred regions are south-east and centre of Romania.

[How many times have you booked this accommodation unit in the past 3 years?]

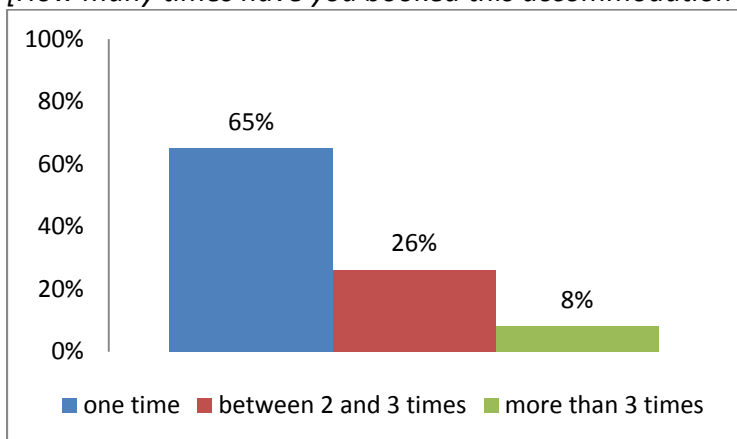


Figure 71 - Past accommodation frequency

Source: Own elaboration

Regarding the frequency of the visits in the mentioned accommodation unit, the 98% of the subjects who answered at this question declared of being booked there, only one time in the

past 3 years (65%). The descriptive statistics of the frequency of visit informs that the most given value is one, so the frequency of the visit in the past 3 years in just one time. The mean of the visits in 1.43 (an average of one time but no more than 2 times). The mean is slightly different than the std. Deviation of 0.639, suggesting some differences regarding the types of the answers (see Figure 71).

[How many times have you been visiting this locality in the last 3 years?]

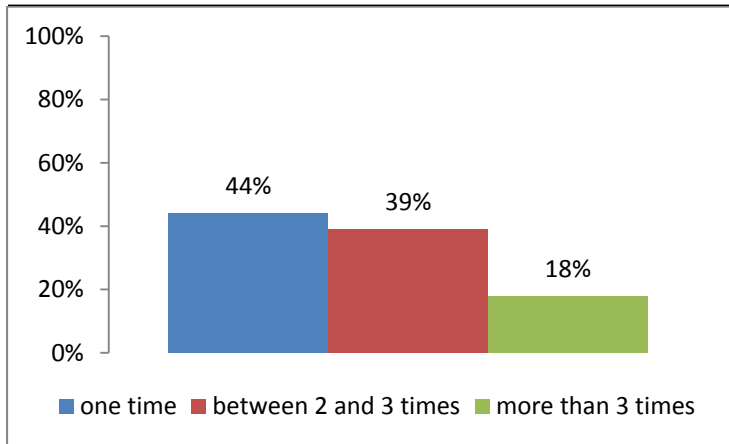


Figure 72 - Returning frequency

Source: Own elaboration

A percentage of 44% declared of being visited the mentioned locality only one time in the past 3 years. The mean of the visit possibilities was 1.74% which is somehow much different than the std. Deviation of 0.739, suggesting a deviation (difference) between the possible answers of the subjects (see Figure 72).

[Why have you chosen this locality/ resort?]

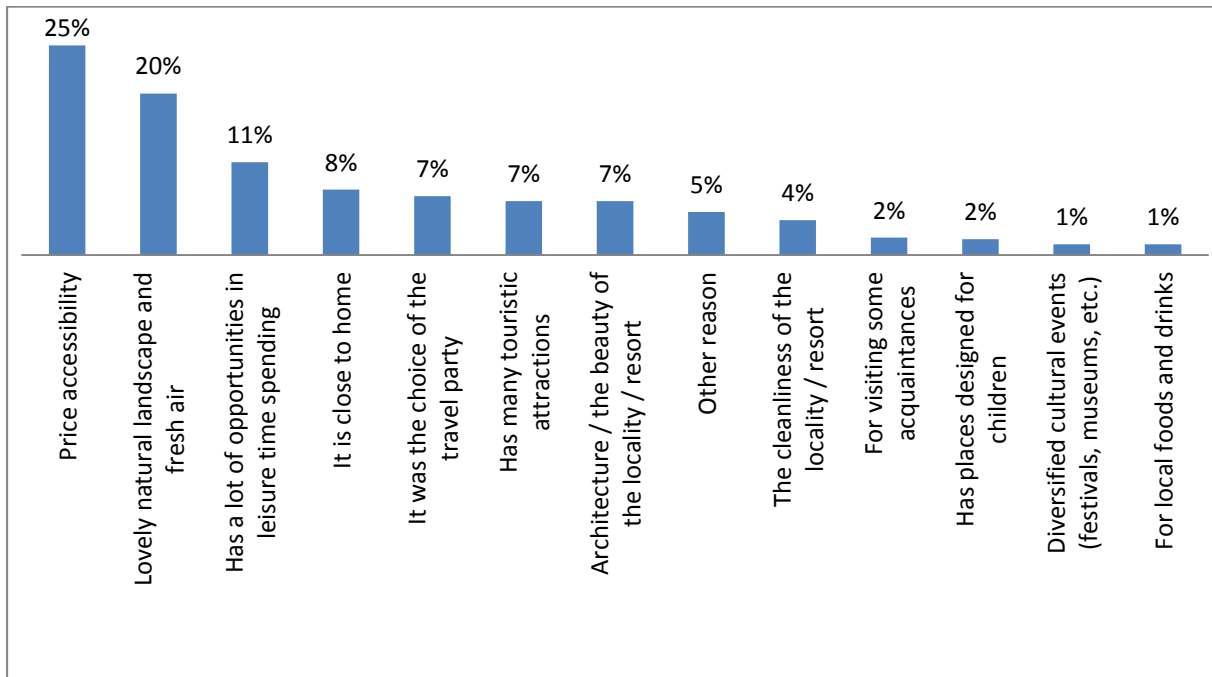


Figure 73 - Choice motivation

Source: Own elaboration

In the top of the motivations visits, the subjects declared that *price accessibility* represented the decisive reason in choosing a certain locality/resort (25%). The second reason on the motivation list there was the *lovely natural landscape and fresh air* (20%). The third reason on the preference list was represented by the *opportunities in leisure time spending* (11%). The least important motivations in searching for a resort vacation were: the *local food and drinks*, and *cultural events* (each with 1%) – see Figure 73.

[What was the type of the last accommodation unit taken?]

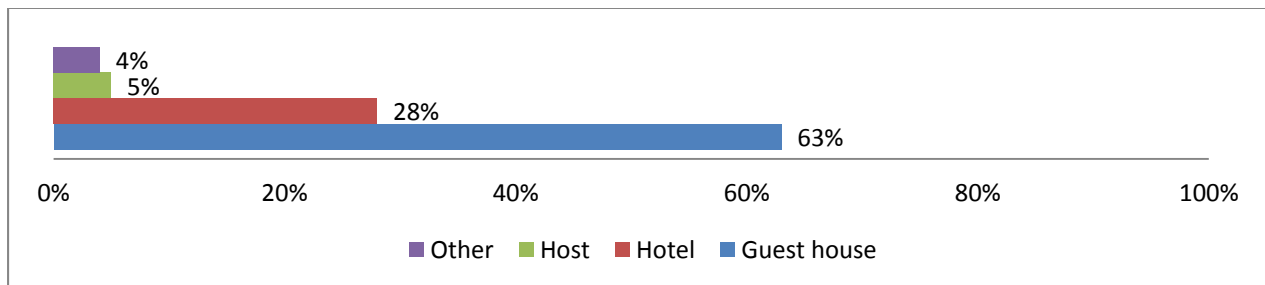


Figure 74 - Accommodation type taken

Source: Own elaboration

Regarding the preference for accommodation unit in the last vacation (Figure 74), the respondents answered that the guest house was their main accommodation unit (63%). Second preferred type of accommodation was the hotel (28%) – see also Figure 42.

[How many nights in a row (compacted) have you been booked at that accommodation unit?]

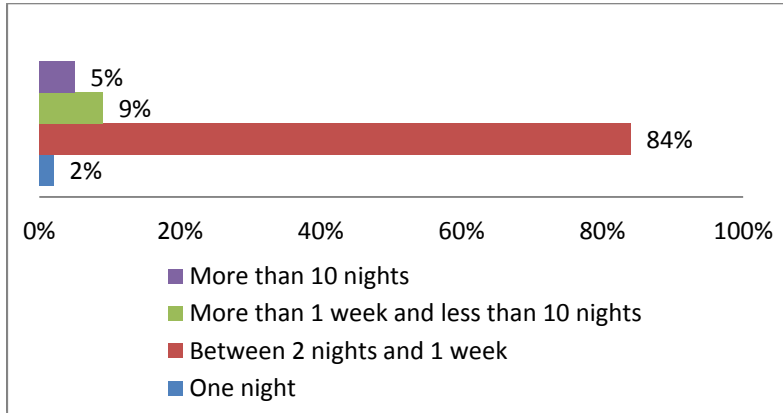


Figure 75 - Last accommodation overnighting statistics

Source: Own elaboration

Between 2 nights and one week the subjects declared of staying in the mentioned accommodation unit, by a percentage of 84% (Figure 75). The maximum number of nights mentioned was 60 and the average of the nights was 5.69, which is much different than the std. Deviation of 3.568, signifying a high discrepancy between the possible answers given by the subjects.

[Who chose the locality/ resort?]

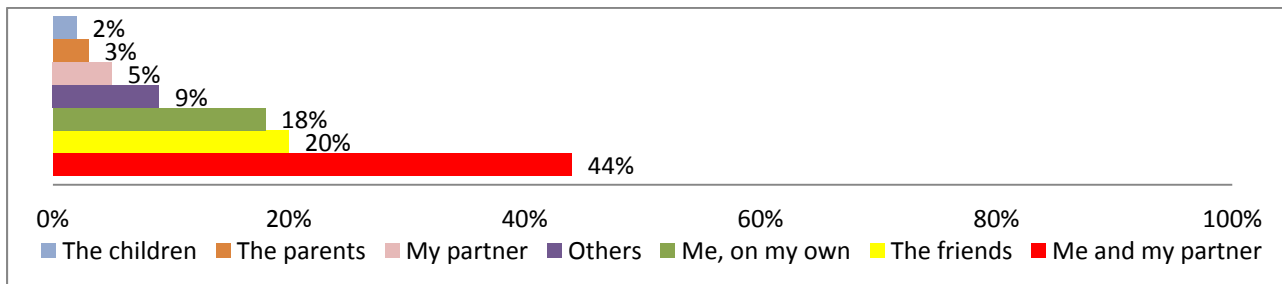


Figure 76 - Destination decision maker

Source: Own elaboration

In the decision making process regarding the locality/ resort chosen for vacation, a percentage of 44% answered that they decide along with their life partner. Close percentages were observed for the answers regarding the decisions taken by friends (20%) or individual decisions (18%) – see Figure 76.

[How many persons had your travel group?]

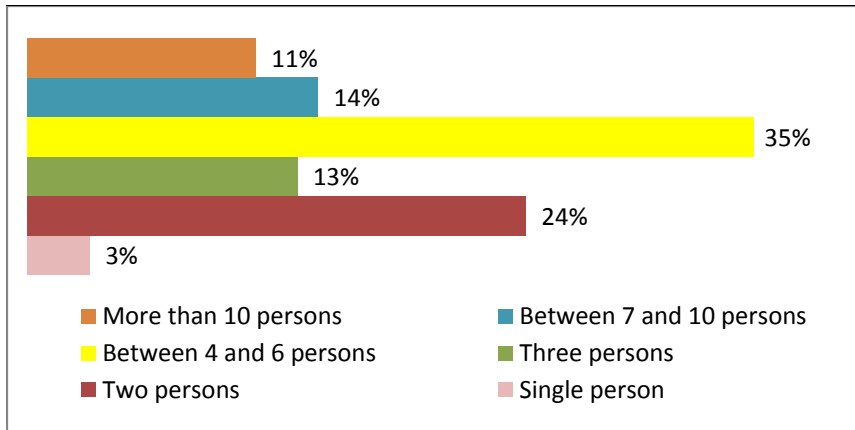


Figure 77 - Travel group statistics

Source: Own elaboration

The respondents answered that usually their group of the travellers was formed in an average between 3 and 6 persons (35%). Although the mean, the median and the mode were 3, suggesting that the most given answers is 3, the high std. Deviation of 0.970 shows that the values given are highly different between one and each other (see Figure 77).

The answer from Figure 76 and Figure 77 seems logical, considering the fact that ‘the choice of travel group’ represents the 5th motivation in choosing a destination (see Figure 73).

[How many hours it took the displacement from home to the accommodation unit?]

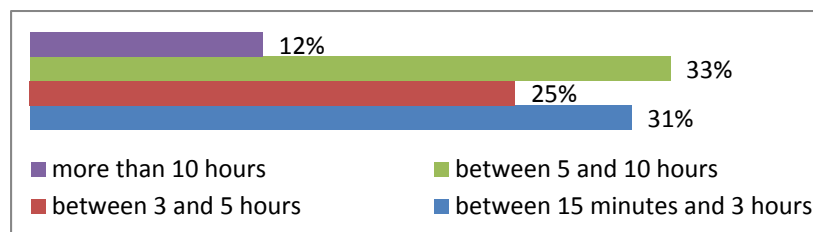


Figure 78 - Displacement time statistics

Source: Own elaboration

Considering the infrastructure of transportation in Romania, and taken into account the preferred inland destinations, the displacement from home until the vacation destination chosen, lasted mostly between 5 and 10 hours. The average of time was counted around 6 hours (mean=6.0198) and the most commune answer was 3 hours (mode=3.00). The high deviation between the mean (6.01) and the std. Deviation (4.47) suggest a multitude of different responses (see Figure 78).

[Transportation type]

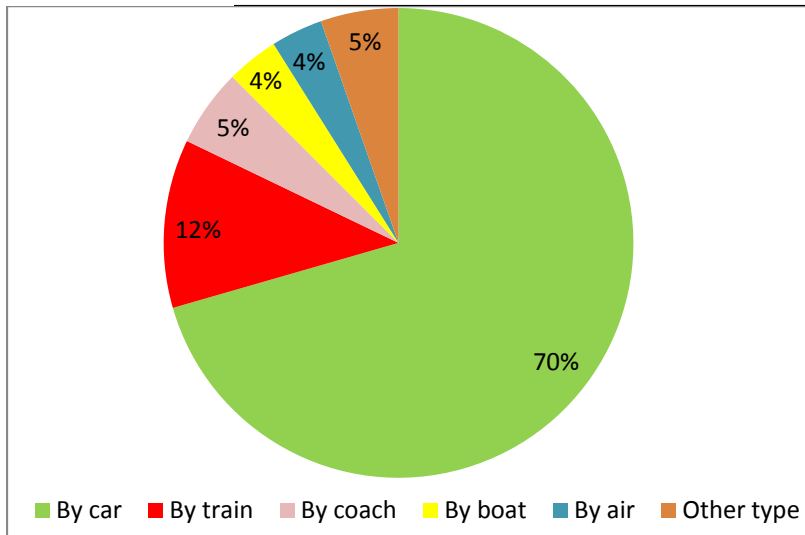


Figure 79 - Transportation type

Source: Own elaboration

Regarding the transportation type, the car was counted as the most used type of transportation by majority of the subjects (70%) – see Figure 79. Considering the fact that most of the respondents answered on the previous question of time displacement to spend between 5 and 10 hours, this answers seems logically. The last preferred type of transportation is by plane (air) 4% and by boat/ ferry/ ship, also 4%. Taken into account that Romania has only one possibility to offer last mentioned type of transportation (boat/ferry/ship), and that is at Constanta county, the fact that Romanian traveller situate on the same level this type of transportation with the plane possibilities (Romania having airports in more than 10 counties), signifies that preference for air transportation is really low.

The displacement time (Figure 78) and transportation preferred (Figure 79) confirms the motivation in choosing a close to home destination (see Figure 73).

[What information sources did you used when you choose the accommodation unit?]

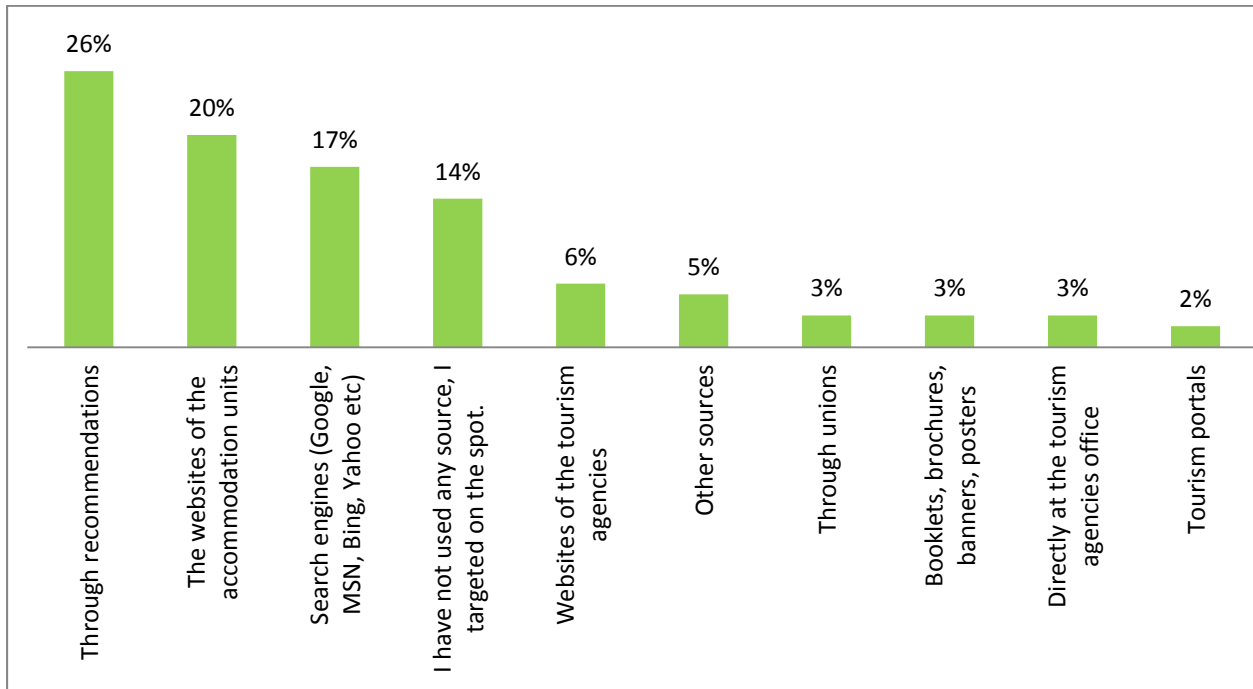


Figure 80 - Information sources for accommodation

Source: Own elaboration

Accommodation among the Romanian travellers is being chosen mostly through recommendations (26%). This fact signifies that the 'word-of-mouth' phenomenon has a high importance among Romanian tourists opinion. Related to this aspect, the websites of the accommodation units (20%) have a second importance in choice process. A relatively high percentage of 17% is represented by confidence given to internet searching. Other interesting fact is that 14% of the respondents declared that they do not use any information source and they are simply targeting on the spot. Romanians consider tourism fairs and discounts websites the least important informational sources (see Figure 80).

[Who organized the journey?]

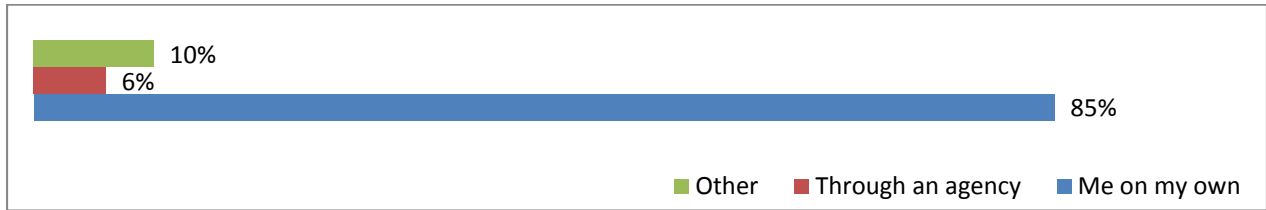


Figure 81 – Holiday main organizer

Source: Own elaboration

Regarding the organizer 85% of the respondents declared of being their own vacations organizers. Corroborating this option with the results from the informational sources used, seems that the Romanian tourist likes to organize by personal means his vacation directly to accommodation units after making an opinion from recommendations or internet. The profile of the organizer is in all three cases is same. Variables like gender or education showed no correlation with the type of the organizer (see Figure 81).

[Have you been the beneficiary of a promotional offer regarding the accommodation?]

Table 22

Promotional offer beneficiary

		Percentage
Promotional offer	Yes	23%
	No	77%

Source: Own elaboration

Only 23% admitted of being the beneficiary of a promotional offer for accommodation. Promotional offers were not representing the main reason in choosing the accommodation among the subjects (see Table 22).

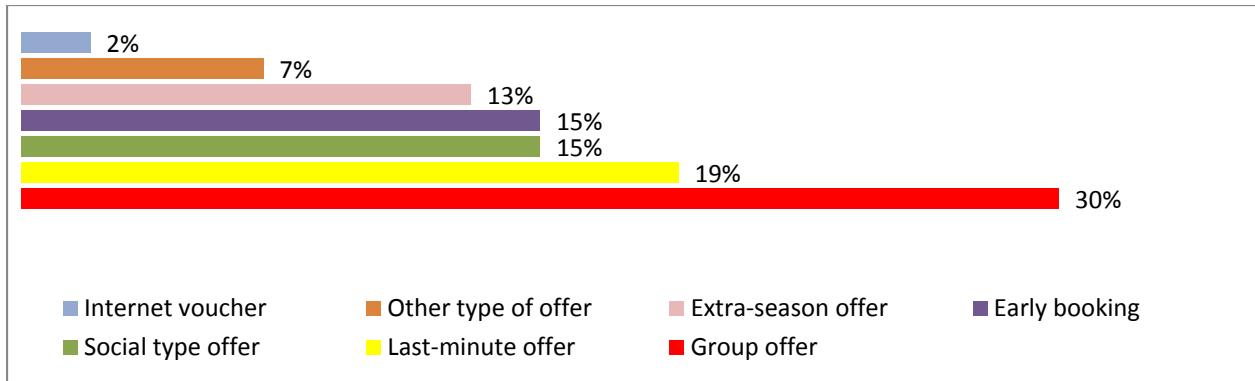


Figure 82 - The preferred type of promotional offer

Source: Own elaboration

Within the percentage from Table 22, 30% declared that group offers were their main promotional offer preferred. Regarding the promotional offers, the profile of the tourist who used any kind of promotions is mainly the same. The relationship between the type of promotional offer and the socio variables showed no correlation between the type of promotion and gender or number of family members (see Figure 82).

[It was you who made the reservation for the room?]

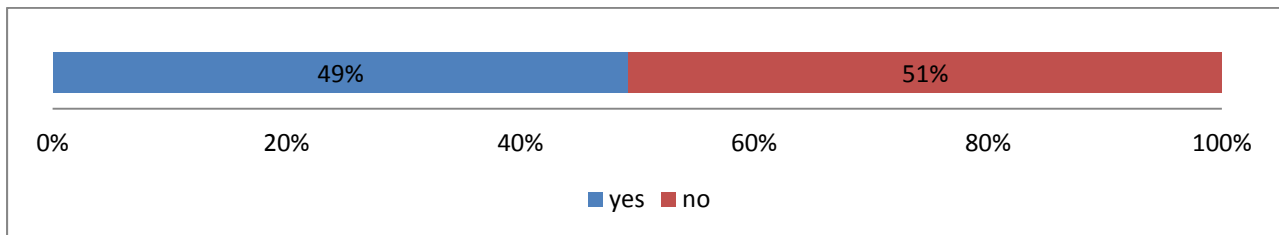


Figure 83 - Promotional offer beneficiary

Source: Own elaboration

Regarding the room reservation, the responses were almost the same for each case. Hence, the subjects declared of having made by their own the room reservation, in percentage of 49%. Even though, the majority of the respondents (51%) declared that someone else makes the room reservation for their vacation (see Figure 83).

[Room reservation time ahead]

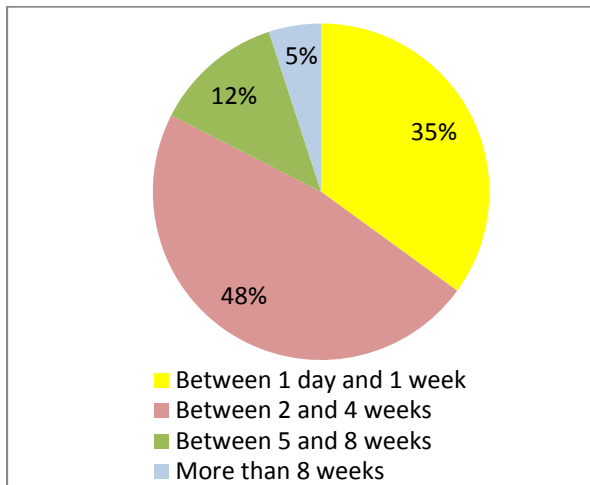


Figure 84 - Room reservation time ahead

Source: Own elaboration

Between 2 and 4 weeks ahead the subjects prefer to reserve their accommodation (48%). On average, the questioned ones reserve their room by 3 weeks ahead their vacation. So this response may signify the fact that Romanian tourist will use the early booking option, since they prefer to book with a maximum one month time ahead (see Figure 84).

[How did you book your room?]

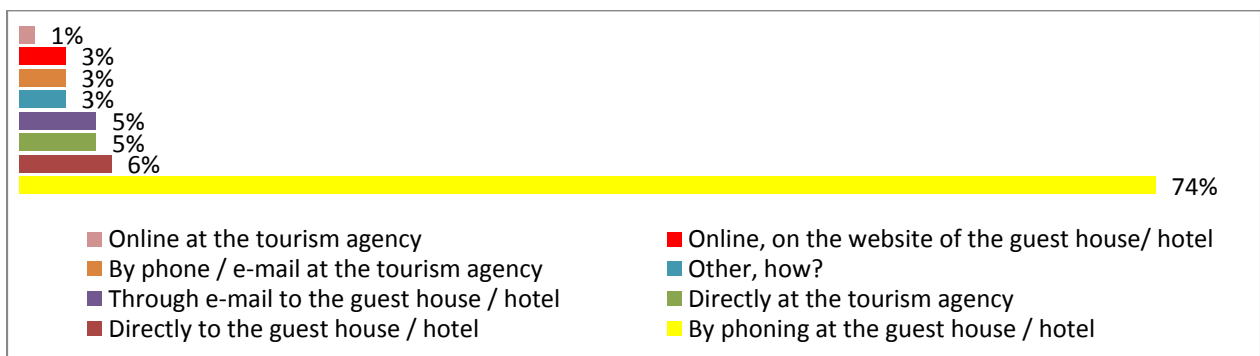


Figure 85 - Booking modality

Source: Own elaboration

Regarding the booking modality, 74% of the subjects stated to have phoned directly to the accommodation unit to reserve their room. Only 1% prefers the online reservation from a tourism agency. The respondents offered the same low importance for online reservations indifferently if it is made on the website of the tourism agency or at the accommodation unit

(see Figure 85). One reason of this preference may be that the owners of the tourism agency or accommodation units do not offer enough trust when it comes to real bookings. Figure 80 confirms the booking modalities through the informational sources used.

[Why choose the accommodation unit?]

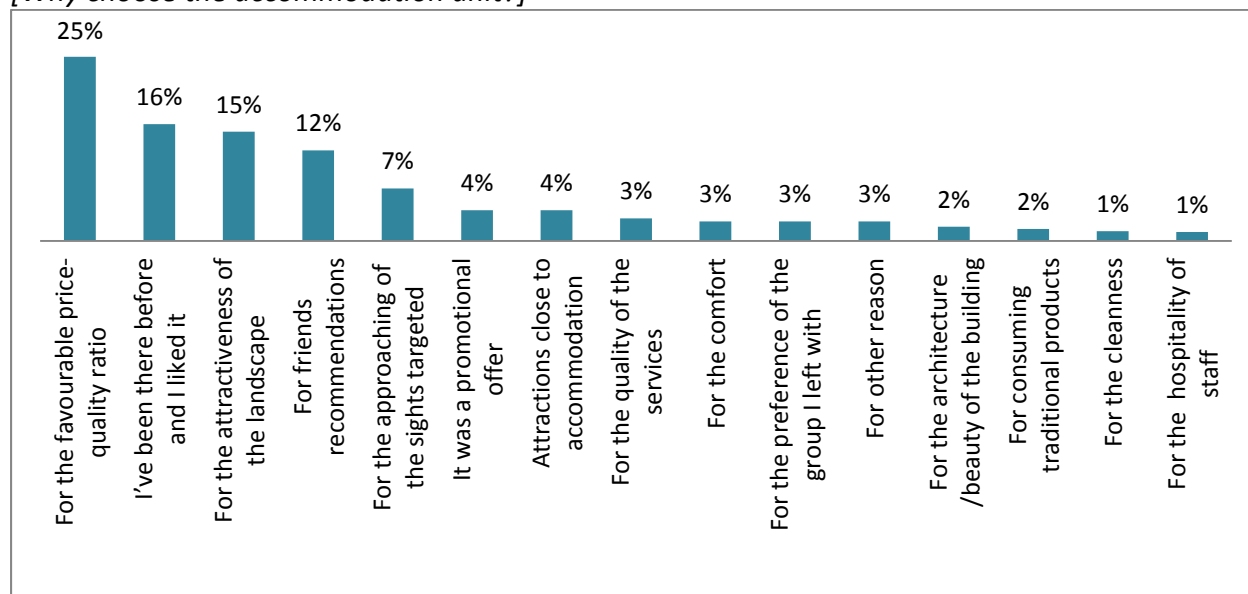


Figure 86 - The motivation for accommodation choice

Source: Own elaboration

The motivations in choosing an accommodation varied from the favourable price-quality ratio (25%) to the recommendations of the travel agency (0%). 16% of the respondents affirmed that their second main motivation in choosing an accommodation was the returning process, meaning that they have been there before and enjoyed it (see Figure 86). The main importance was observed also as being the same for the visits motivations (see Figure 73).

The landscape and the recommendations also represented important aspects to be taken into account by the tourists in choosing their accommodation units, observed as being the same as first three reasons in choosing a destination for vacation (see Figure 73 and Figure 80).

Considering the fact that more than a half of the respondents declared that they usually do not use touristic promotional offers, the option regarding this type of choice for accommodation was very low (4%).

The recommendation of the travel agencies, the media or the reputation of the accommodation units do not influenced the respondents in their decisions.

[What grade from 1 to 10 do you assign for the following aspects of your vacation?]

Table 23

The importance of different aspects on vacation

Aspects	Average grade
The welcoming / reception	9.05
The courtesy and professionalism of the personnel, the interaction with them	9.03
The cleaning	8.99
The comfort/ the quality of bed/ mattress	8.91
The bathroom	8.78
Hotel rooms and common space amenities	8.77
Traditional food / diversity and quality of the food	8.65
The security	8.57
The parking	8.47
Facilities for children (playing places, watchers, etc.)	7.64
Entertainment and relaxation opportunities for adults (billiard, sports, etc)	7.64
Complementary services (pool, SPA, excursions, ATV, etc.)	7.21

Source: Own elaboration

Most of the subjects valued with high grades the given aspects to be taken into account on a vacation. The respondents answered with grades from 7.21 (complementary services) to 9.05 (the welcoming/ the reception). The second most important aspect valued with a grade of 9.03 by the subjects is the courtesy and professionalism of the personnel, and the interaction (see Table 23).

[Activities taken on vacation]

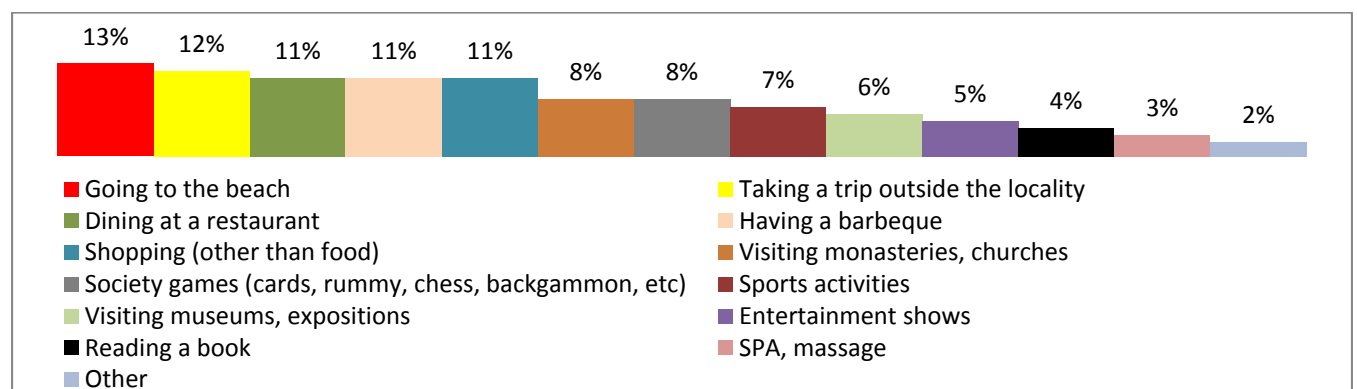


Figure 87 - Activities taken on vacation

Source: Own elaboration

Regarding the activities taken into vacation (Figure 87), the majority of the subjects 13% declared that going to the beach represents their main activity. Second most preferred activity is taking a trip outside the locality (12%). Next preferred activities gathered same percentages (11%). Hence, the respondents answered that dining at restaurant, shopping or playing society games represented third preferred activities. The least important activity in a vacation was the SPA activity (3%), or other type of activity (2%) – see also Figure 73.

[How do appreciate the vacation/ staying spent in the past mentioned locality?]

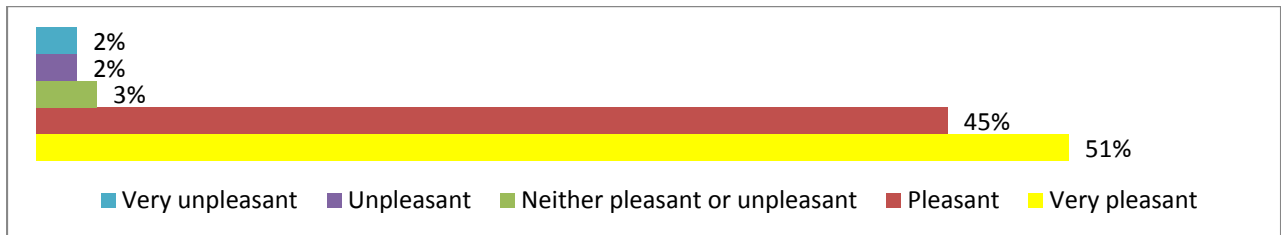


Figure 88 - Past vacation global appreciation

Source: Own elaboration

Measuring the satisfaction level of the last vacation, 45% of the respondents declared to have had a pleasant vacation, and more than half (51%) declared of being very pleasant. Only 2% of the subjects were unsatisfied by their last holiday (see Figure 88).

[How do appreciate the price paid for accommodation in the last vacation?]

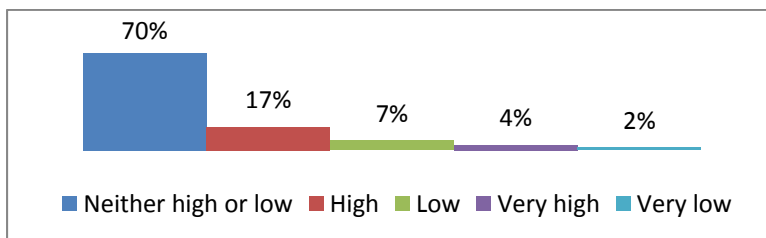


Figure 89 - Price appreciation

Source: Own elaboration

Regarding the price level, according to the answers of the respondents, 70% affirmed to have paid a proper price for their past vacation, neither high nor low. Second highest percentage revealed the fact that the respondents declared of having paid a high price for the last accommodation taken (see Figure 89). This characteristic, of price appreciation will have more

accuracy after evaluating the vacation budget allocation (see Figure 90 - Total budget per vacation statistics).

[What was, by approximation, the total budget per person for the last vacation/ holiday (including the accommodation, transportation, food and drinks, entertainment, shopping, etc)?]

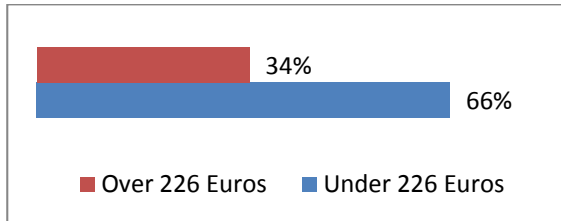


Figure 90 - Total budget per vacation statistics

Source: Own elaboration

The total budget per person in a previous staying, by majority (66%), was under 950 Ron (226 Euros). Only 34% of the respondents affirmed to have allocated for their vacation over 950 Ron (more than 226 Euros) – see Figure 90.

Table 24
Vacation budget descriptive statistics

Valid	5402
Missing	198
Mean	837.13
Median	700.00
Mode	1000
Std. Deviation	719.336
Minimum	11
Maximum	11000

Source: Own elaboration

The minimum amount declared per person on a vacation was 11 Ron (2.60 Euros) and the highest amount was 11000 Ron (2620 Euros). The average amount was estimated around 837 Ron (200 Euros). The most mentioned amount was between 700 Ron (166 Euros) and 1000 Ron (238 Euros). The mean (837.13) is observed as being quite different than the std. Deviation (719.336). This fact signifies that the mentioned amount of money allocated for vacation is quite diverse between the answers (see Table 24).

Corroborating with the question regarding the price satisfaction (see Figure 89), it may be observed that Romanian tourists usually do not pay a high amount of money for holiday reasons, considering the fact that a vacation budget under 226 Euros (66%) represents a proper price, neither high or low (70%) and that more than a half of the respondents had an overnight between 2 nights and one week (see Figure 75 - Last accommodation overnighting statistics).

[Was there a service, an activity, something in special that liked it and remained in memory, regarding that accommodation unit from that locality?]

Table 25
Positive memory about accommodation

	Percentage
Valid Yes	34.7
System Missing	65.3
Total	100.0

Source: Own elaboration

A percentage of 34.7% of the subject answered positive regarding the enjoyed memories from their last vacation. The rest of the percentage mentioned the fact that they do not remember any special positive memory or did not wanted to answer (see Table 25).

The respondents, who answered yes on the previous question, mentioned also a type of memory. There were registered a number of 996 opened answers. Grouped, the answers may be presented as in the Table 26.

Table 26
Facts on vacation considered as positive memory

Service/ activity	Percentage
Accommodation unit's facilities	14%
The surroundings (the locality/resort/ the locals)	12%
Local food and drinks	3%
The rooms, the accommodation	3%
The organisation of the activities and internal organisation also	1%
Everything	1%

Source: Own elaboration

Regarding the most valued memories from a vacation (holiday), the respondents admitted by majority (14%) that the accommodation unit's facilities was the main aspect in defining their positive memory. In close percentage distance with the unit environment are the surroundings (12%). Meaning, that the destination seems to be more important for the Romanian tourist than the amenities offered at the destination. The least important aspect in for a positive memory was the organisation of the internal activities, suggesting that the tourist likes to enjoy his free time (see Table 26).

[What was least enjoyed at the accommodation unit?]

Table 27
Negative memory about accommodation unit

Service/ activity	Percentage
Accommodation unit's facilities	12%
The rooms, the accommodation	4%
The surroundings (the locality/resort/ the locals)	3%
The organisation of the activities and internal organisation also	3%
Local food and drinks	2%
Everything	0%

Source: Own elaboration

Regarding the least enjoyed memory (on a holiday) from a number of 770 open answers, 12% of the subjects also declared that the accommodation unit's facilities is still the aspect that could make also a least enjoyed memory (see Table 27).

Concluding, on both positive and negative memory the *accommodation unit's facilities* gained the most of the percentages. Hence, the aspect regarding the garden of the accommodation, or the restaurant, or the reception, seems to be one of the most important issues on a vacation. The surroundings (landscapes, architecture of the city, touristic sights) also were observed to be valued aspects in ones vacation. Nonetheless, the accommodation itself, or the room aspect (the furniture, the air conditioning, the bathroom, the balcony) played the third most important role in deciding the satisfaction level, a positive or negative vacation memory.

[Do you intent to come back again at that accommodation unit?]

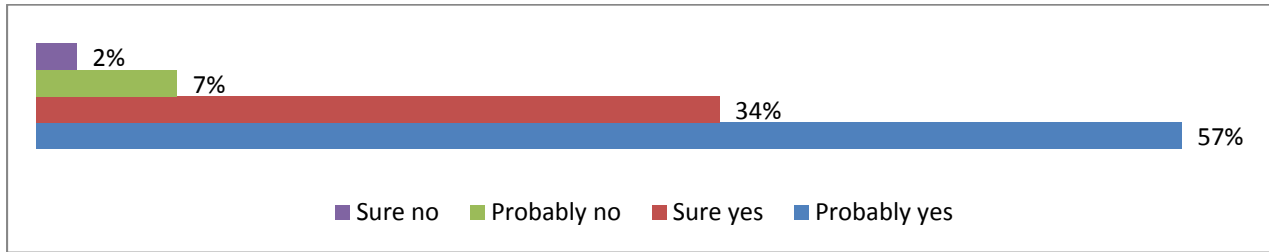


Figure 91 - Accommodation returning process

Source: Own elaboration

The returning variable was observed as being positive in most of the cases (see Figure 91). A percentage of 57% of the subjects declared that will probably return to the mentioned accommodation unit and 34% of the respondents affirmed for sure their returning (see also Figure 72).

[Will recommend this accommodation unit to friends or acquaintances?]

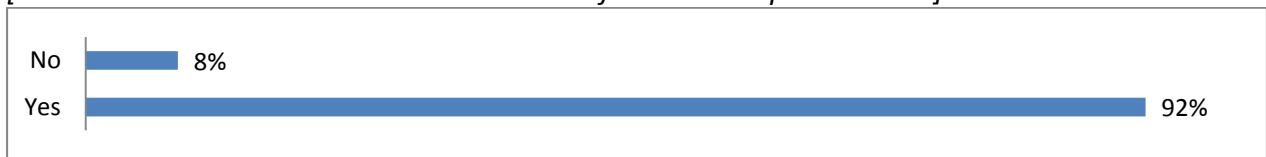


Figure 92 - Accommodation unit's recommendation

Source: Own elaboration

The recommendation variable seems to be positive in a huge percentage (92%), although the negative memories were almost equal to positive ones (see Figure 92). Overall, this answer is logical, correlated to the question referring to the choice reasons, where the majority of the respondents declared that they decide for an accommodation or destination influenced by the recommendations (see also Figure 73 and Figure 80).

[Association between travel experiences]

Table 28
Correlation matrix of informational sources used

	The webs of the accom. units	Webs of the tourism agencies	Directly at the tourism agencies office	Through unions	Through recom.	Booklets, brochures, banners, posters	Search engines	Tourism portals	Tourism fairs	Discounts websites/ coupons/ vouchers	Other sources	No source
The webs of accom. units	1											
Webs of the tourism agencies	0.04*	1										
Directly at the tourism agencies office	-0.07	-0.01	1									
Through unions	-0.08	-0.03	-0.02	1								
Through recom.	-0.18	-0.14	-0.11	-0.11	1							
Booklets, brochures, etc.	-0.01	0	-0.01	-0.03	0.02*	1						
Search engines	0.05*	0	-0.07	-0.09	-0.16	-0.02	1					
Tourism portals	0.01*	0.07*	-0.02	-0.02	-0.08	0.02*	0.08*	1				
Tourism fairs	-0.01	0	0.07*	0.01*	-0.03	0.02*	0.01*	0.05*	1			
Discounts websites	-0.01	0	-0.01	0	-0.02	0.01*	-0.01	0	-0.01	1		
Other sources	-0.13	-0.06	-0.04	-0.04	-0.15	-0.04	-0.11	-0.04	-0.02	-0.02	1	
No source	-0.25	-0.12	-0.08	-0.09	-0.27	-0.07	-0.22	-0.08	-0.02	-0.03	-0.11	1
Chi-square	4931.64	4172.78	4847.16	4743.52	711.43	4836.00	1844.61	4959.45	5496.48	5476.69	4361.31	2463.18
Df	2	1	1	1	1	1	1	1	1	1	1	1
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

Source: Own elaboration

The lack of high and even medium association between the options regarding the informational sources reflects the fact that the subjects usually based their decisions on a single informational source mostly. Nonetheless, weak association between variables were observed between some options. Hence, although the informational sources ‘tourism portals’ and ‘tourism fairs’ received lowest scores on preferences, these options were mostly consulted along with other 5 sources, same as brochures and booklets that may have been used as informational sources along with recommendations, tourism portals, tourism fairs and discount websites.

Table 29

Association between type of accommodation and motivation in choosing an accommodation

Motivation/ Accommodation	Hotel	Guest house	Host	Other
I've been there before and I liked it	0.02*	-0.08	0.07*	0.06*
For the favourable price-quality ratio	-0.03	0.05*	-0.02	-0.04
For the attractiveness of the landscape	-0.1	0.11*	-0.04	0.02*
For the architecture /beauty of the building	-0.02	0.03	-0.01	-0.03
For the variety of attractions and activities close to the accommodation	0.03*	-0.03	-0.01	0.01*
For the comfort	0.05*	-0.04	0	-0.02
For the quality of the services	0.04*	-0.02	-0.03	-0.02
For the courtesy, hospitality staff	-0.02	0.02*	0	-0.01
For the cleanness	-0.02	0.03*	0	-0.01
It was a promotional offer	0.11	-0.08	-0.03	-0.01
For the possibility of consuming traditional products	-0.06	0.06*	0	-0.01
For the approaching of the sights targeted (treatment, monasteries, festivals, events, etc)	-0.01	0.01*	-0.01	0
For the recommendations of friends / acquaintances	-0.01	-0.01	0.04*	0.01*
It was the preference of the group I left with.	0.01*	0	-0.01	0.01*
For the reputation, as a consecrated accommodation unit	0.02*	-0.01	-0.01	-0.01
For the publicity in various media	0	0.01*	-0.01	-0.01
For the recommendations of the travel agency	0.06*	-0.04	-0.02	-0.02
For other reason.	0.04*	-0.04	-0.01	0.02*

Source: Own elaboration

Between the motivations in choosing accommodation and type of accommodation exists only few weak associations. Hence, exists a very weak association (0.01) between the motivation of beauty of the building and the attractiveness of the landscape. The returning factor (been there before and liked it) represented the motivation mostly used (although in weak association) for hotels, hosts and other type of accommodation. Regarding the type of accommodation, most of the motivations were observed for hotels and guest houses.

Because the guest house represented the preferred type of accommodation, the next ANOVA analysis is meant to statistically identify the main motivations in choosing this type of accommodation.

Table 30
Summary of discriminator analysis of motivation factor means among accommodation

Motivation for accommodation (N=5600)	Mean	Std. Dev.	Std. Err.	95% Confidence Interval for Mean		Min.	Max.
				Low.Bound	Upp.Bound		
Been there before and I liked it	.24	.42	.01	.22	.25	0	1
For the favourable price-quality ratio	.43	.05	.01	.42	.45	0	1
For the attractiveness of the landscape	.28	.45	.01	.27	.3	0	1
For the architecture of the building	.04	.19	0	.03	.04	0	1
For the variety of attractions close to accommodation	.06	.24	0	.05	.07	0	1
For the comfort	.04	.19	0	.03	.04	0	1
For the quality of the services	.05	.21	0	.04	.05	0	1
For the hospitality staff	.02	.15	0	.02	.03	0	1
For the cleanness	.02	.15	0	.02	.03	0	1
It was a promotional offer	.05	.22	0	.05	.06	0	1
For consuming traditional products	.03	.18	0	.03	.04	0	1
For the approaching of the sights targeted	.12	.33	.01	.11	.13	0	1
For the recommendations of friends / acquaintances	.02	.04	.01	.19	.21	0	1
It was the preference of the group I left with.	.04	.02	.01	.04	.05	0	1
For the reputation of the accommodation unit	.01	.08	0	0	.01	0	1
For the publicity in media	.01	.08	0	0	.01	0	1
For the recommendations of the travel agency	0	.06	0	0	.01	0	1
For other reason	.04	.19	0	.03	.04	0	1

Source: Own elaboration

The descriptive statistics associated with motivation for accommodation across the guest house units are reported in Table 30. The highest mean (M=.43) is found for “the favourable price-quality ratio” motivation in choosing the guest house unit. The lowest mean (M=0) is represented by the “recommendations of the travel agency”. The highest mean had a Std. dev. Of .05 with a Std. Err. of .01.

Table 31
Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
I've been there before and I liked it	134.58	1	5598	0
For the favourable price-quality ratio	65.03	1	5598	0
For the attractiveness of the landscape	299.93	1	5598	0
For the architecture /beauty of the building	25.39	1	5598	0
For the variety of attractions and activities close to the accommodation	18.68	1	5598	0
For the comfort	32.49	1	5598	0
For the quality of the services	8.13	1	5598	0.004
For the courtesy, hospitality staff	10.17	1	5598	0.001
For the cleanness	17.74	1	5598	0
It was a promotional offer	160.72	1	5598	0
For the possibility of consuming traditional products	72.8	1	5598	0
For the approaching of the sights targeted (treatment, monasteries, festivals, events, etc)	4.77	1	5598	0.029
For the recommendations of friends / acquaintances	1.56	1	5598	0.211
It was the preference of the group I left with.	0.26	1	5598	0.607
For the reputation, as a consecrated accommodation unit	1.98	1	5598	0.16
For the publicity in various media	1.13	1	5598	0.288
For the recommendations of the travel agency	37.3	1	5598	0
For other reason.	39.94	1	5598	0

Source: Own elaboration

The p-value less than .05 is observed for most of the motivations, representing a significant difference between the means. Values higher than .05 is found for four choices of motivation (Sig.=.21; .60; .16; .28) signifying no differences between the choices. The df varied between 1 and 5598 for an N equal with 5600.

Table 32
ANOVA analysis

		Sum of Squares	df	Mean Square	F	Sig.
I've been there before and I liked it	Between Groups	7.03	1	7.03	36.55	0
	Within Groups	1077.09	5598	0.19		
	Total	1084.13	5599			
For the favourable price-quality ratio	Between Groups	3.61	1	3.61	14.92	0
	Within Groups	1354.21	5598	0.24		
	Total	1357.82	5599			
For the attractiveness of the landscape	Between Groups	12.19	1	12.19	66.61	0
	Within Groups	1024.18	5598	0.18		
	Total	1036.37	5599			
For the architecture	Between Groups	0.2	1	0.2	6.28	0.012
	Within Groups	174.02	5598	0.03		
	Total	174.21	5599			
For the variety of attractions	Between Groups	0.3	1	0.3	4.7	0.03
	Within Groups	356.51	5598	0.06		
	Total	356.81	5599			
For the comfort	Between Groups	0.34	1	0.34	8.16	0.004
	Within Groups	236.67	5598	0.04		
	Total	237.02	5599			
For the quality of the services	Between Groups	0.1	1	0.1	2.04	0.153
	Within Groups	264.1	5598	0.05		
	Total	264.2	5599			
For the courtesy, hospitality staff	Between Groups	0.05	1	0.05	2.53	0.112
	Within Groups	106.83	5598	0.02		
	Total	106.88	5599			
For the cleanness	Between Groups	0.09	1	0.09	4.4	0.036
	Within Groups	117.34	5598	0.02		
	Total	117.43	5599			
It was a promotional offer	Between Groups	2.58	1	2.58	40.26	0
	Within Groups	358.54	5598	0.06		
	Total	361.12	5599			
For consuming traditional products	Between Groups	0.47	1	0.47	17.78	0
	Within Groups	147.41	5598	0.03		
	Total	147.87	5599			
For the approaching of the sights	Between Groups	0.12	1	0.12	1.18	0.277
	Within Groups	579.8	5598	0.1		
	Total	579.92	5599			
For the recommendations of friends	Between Groups	0.06	1	0.06	0.39	0.531
	Within Groups	908.46	5598	0.16		

	Total	908.52	5599			
It was the preference of the group	Between Groups	0	1	0	0.07	0.797
	Within Groups	235.19	5598	0.04		
	Total	235.19	5599			
For the reputation	Between Groups	0	1	0	0.49	0.482
	Within Groups	37.74	5598	0.01		
	Total	37.74	5599			
For the publicity in various media	Between Groups	0	1	0	0.28	0.595
	Within Groups	36.75	5598	0.01		
	Total	36.76	5599			
For the recommendations of agency	Between Groups	0.05	1	0.05	9.3	0.002
	Within Groups	31.76	5598	0.01		
	Total	31.82	5599			
For other reason	Between Groups	0.41	1	0.41	10.02	0.002
	Within Groups	229.3	5598	0.04		
	Total	229.71	5599			

Source: Own elaboration

From Table 32 it can be concluded that the mean is significantly different for at least one group ($F=66.61-0.07$, $p<0.001$). The highest mean square ($MS=12.19$) is observed between groups for the attractiveness of the landscape ($F=66.61$, $Sig.=0$).

Table 33

Correlation matrix between type of departure and motivation

	D.AVS	D.WH	D.BDE	D.THM
Price accessibility	-0.01	-0.04	-0.04	0.11
It is close to home	-0.01	-0.01	-0.03	-0.06
Architecture / the beauty of the locality / resort	0.01*	0	-0.01	0.06*
Has a lot of opportunities in leisure time spending	0	0.04*	0.03*	-0.04
Lovely natural landscape and fresh air	0.03*	0.01*	-0.13	-0.04
The cleanliness of the locality / resort	0.03*	0.03*	-0.03	0.15*
Has many attractions/touristic sights which deserves visiting	0.01*	0.05*	-0.07	-0.05
Has places designed for children	-0.04	0.01*	0.01*	0
For local foods and drinks	0.03*	-0.01	0.03*	0
Diversified cultural events (festivals, museums, etc.)	-0.01	0.03*	0.04*	0.06*
It was the choice of the travel party	0	0.01*	-0.01	-0.02
For visiting some acquaintances	0.05*	0.04*	0.06*	0.02*
Other reason	0.01*	0.01*	0.16*	-0.06

Source: Own elaboration

Regarding the motivation of a destination and the preferred type of departure, weak associations were also observed for all the variables used. For example, annual leave was weak associated with motivations like beauty of the resort (Sig. 2-tailed =.496), natural landscape (Sig. 2-tailed=.038), cleanliness of the resort (Sig. 2-tailed=.032), touristic attractions (Sig. 2-tailed=.397), local food and drinks (Sig.2-tailed=.079) and visiting acquaintances (Sig.2-tailed=.001). Nonetheless, weekend travel registered most of the motivations from the list. Motivations in choosing a destination registered weak or no association at all. Close to home and price accessibility represented two major variables in association.

[Summary]

Concluding the aspects regarding the previous vacation in Romania of the Romanian tourist, the profile may be characterised as follows: prefers counties like Constanta (South-East), Brasov (Centre) and Bihor (North-West) and the preferred activities taken in vacation were going to the beach, taking a trip outside the locality or dining at a restaurant; opinions about returning on the last visited locality or accommodation were made upon only one time visit; the motivation in choosing the mentioned locality was related to the price, same as for the accommodation unit, which was preferred as being a guest house; the time spent on vacation was between 2 and 7 nights; the choice decision was made together with the life partner; the travel group had between 3 and 6 persons; the main transportation type was the car and the time displacement was between 5 and 10 hours; the main organizer was the respondent by its own and it's information sources were related to the recommendations; most of the respondents did not beneficiate from a promotional offer, but if there had been the case that promotional offer was related to the group offer; the room had been booked by a third party, between 2 and 4 weeks ahead, or by phoning directly to the accommodation unit; the most valued aspect on a vacation was the welcoming, but mainly the accommodation's unit facilities; the price for the last vacation was estimated neither high nor low, for a budget per person of no more than 950 Ron (226 Euros); the returning variable was positive, same as for the recommendation.

The conclusion that can be extracted from this part of analyse is that the Romanian tourist enjoy for their one time annual vacation (between 2 and 7 nights) the seaside tourism mainly (the south-east area) and mountain tourism (the centre and north-west region). Hence, they enjoy activities as going to beach (seaside) or taking trips (mountain side). Considering the fact that their main transportation type is the car with a displacement time between 5 and 10 hours, and taking into account the low infrastructure of Romania's roads, the subject's destinations are on a home distance between 350km and 600 km. Regarding the destination choice, they recommend and expect recommendations for vacations, but from friends or through internet search, not from travel consultants. Although they declared in the favour of group offers, the booking time ahead (between 2 and 4 weeks) may situate them also as preferring the last-minute offers.

This investigation examined the travel experiences of the Romanian tourists in Romania on their previous vacation and aimed to develop main preferences to be further analysed through the relationship with the socio-demographical variables, in order to determine a fully completed profile of the tourist who travels inlands.

[Relationship between socio-demographical variables and general findings on travel experiences]

In this section there will be analysed the findings developed from the relationship between the travel experiences from past domestic vacation and main socio-economic characteristics of the respondents. Because, the investigation will reveal mostly the same profile of the tourist, this analyse will be presented through the social variables.

[Gender]

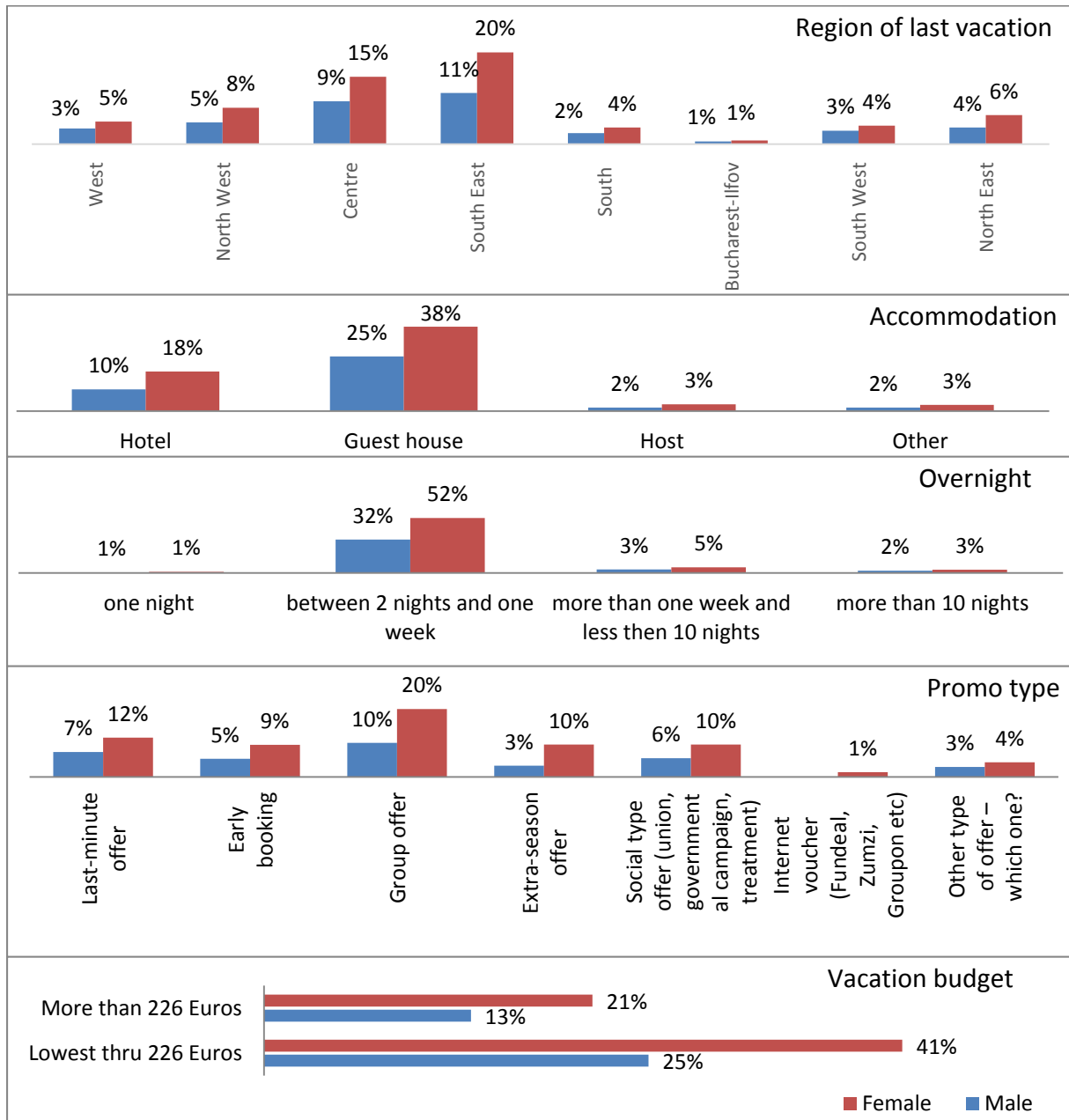


Figure 93 - Relationship between gender and travel experiences

Source: Own elaboration

The female respondents preferred the south-east area of Romania for holiday reasons (20%). In close percentages (15%) the centre of the country was also selected for vacations; variables not correlated. Regarding the accommodation, correlated with gender, it showed dependence. The guest houses were mostly preferred (38%) and for an overnight between 2

nights and one week (overnight and gender not correlated). Almost a quarter (20%) of the females used the group offer for their vacations and used a budget of no more than 226 Euros (variables not correlated). The same characteristics are observed also for male respondents (see Figure 93 - Relationship between gender and travel experiences).

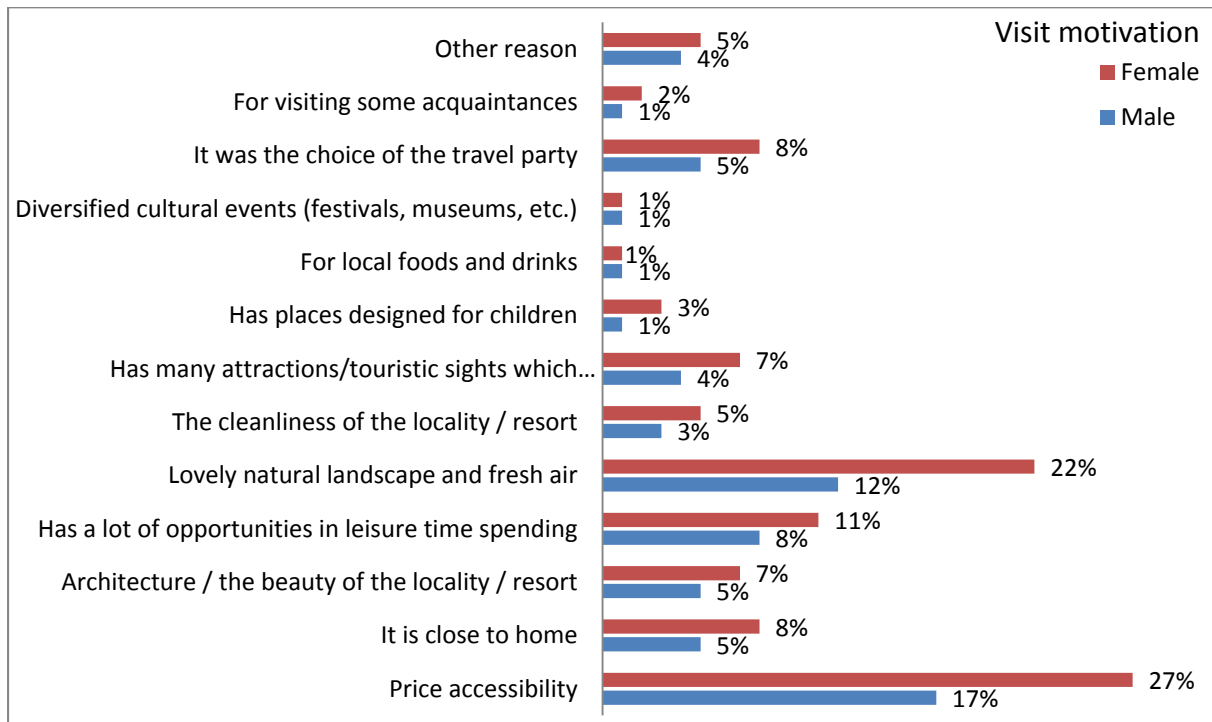


Figure 94 - The relationship between visits motivation and gender

Source: Own elaboration

Regarding the visits motivations, more than a quarter of female respondents (27%) declared that the first characteristic in deciding for a resort/ locality visit represents the *price accessibility*, same as male respondents (17%). Second most important characteristic is the *lovely natural landscape and fresh air*, for both males and females. Third motivation declared is represented by *opportunities in leisure time spending*. Both genders least opted for *cultural events* reasons in visiting a destination. Also, the *local food and drink* reason in deciding for a resort represented the least important motivation for respondent's point of view. Variables of visits motivation and gender presented dependence (see Figure 94).

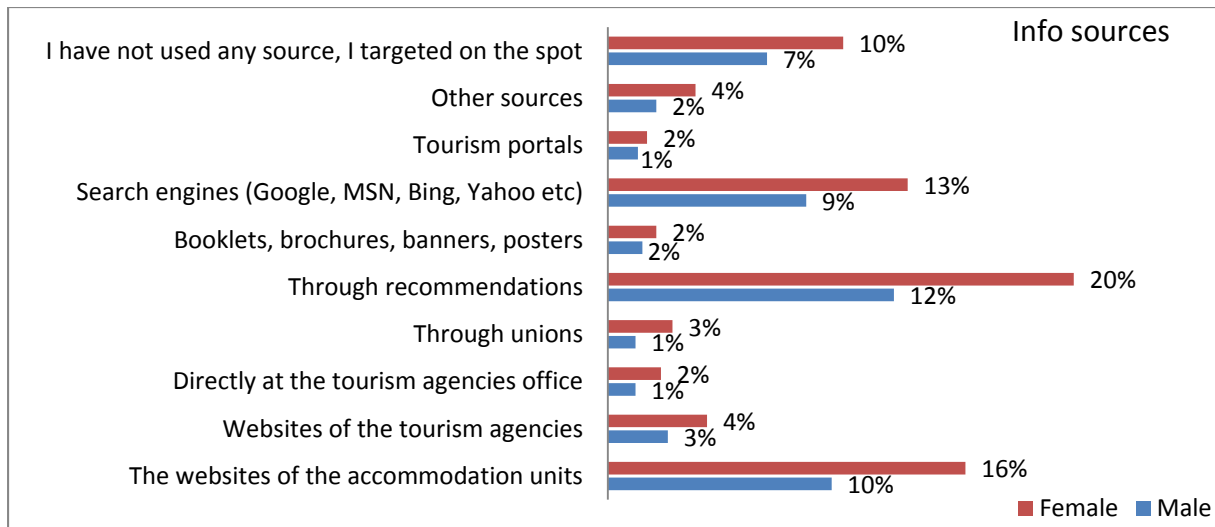


Figure 95 - The relationship between information sources and gender

Source: Own elaboration

The relationship between gender and informational sources presented dependence. Regarding the percentages, both genders considered that recommendations represented the most trustful information source, and secondly, the websites of the accommodation units. Both males and females respondents selected also the internet search as third important source of information. Least trustful sources seemed the tourism agencies and tourism portals (Figure 95).

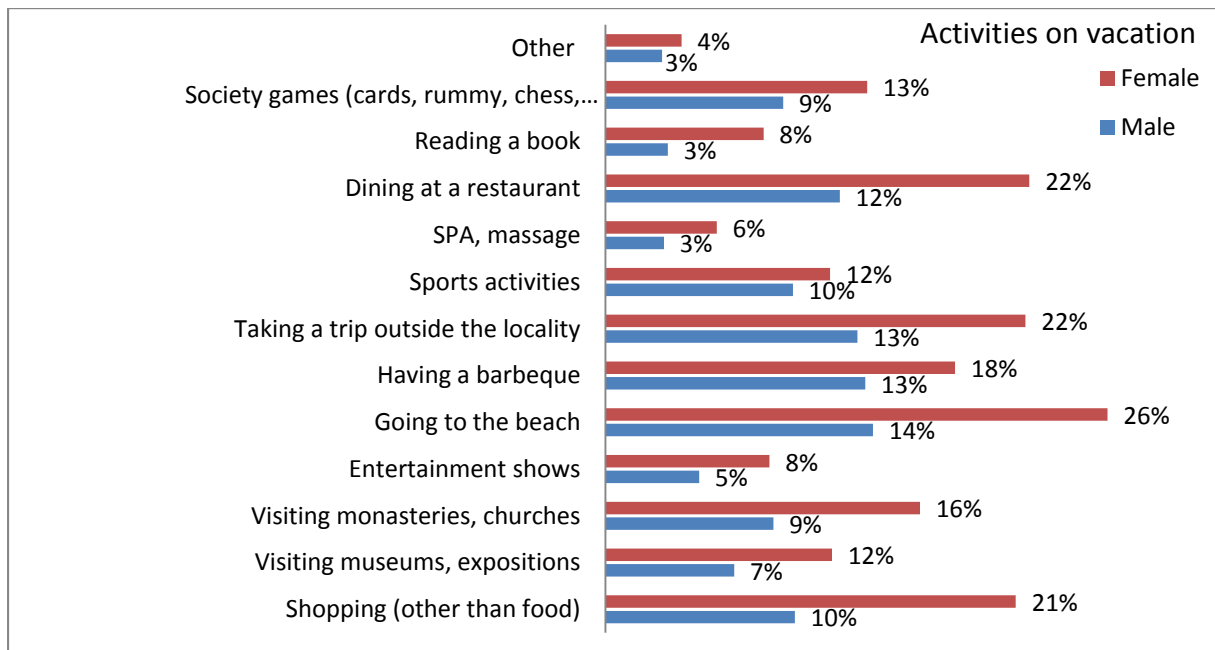


Figure 96 - The relationship between vacation activities and gender

Source: Own elaboration

Preferred activities taken in vacation presented correlation in analyse with gender. Hence, among three most selected activities for female respondents represented *going to beach, taking a trip outside the locality* and *dining at restaurant*. Male respondents declared the same for the first two activities but for them, *having a barbeque* represented number three most preferred activity on vacation (see Figure 96).

[Age]

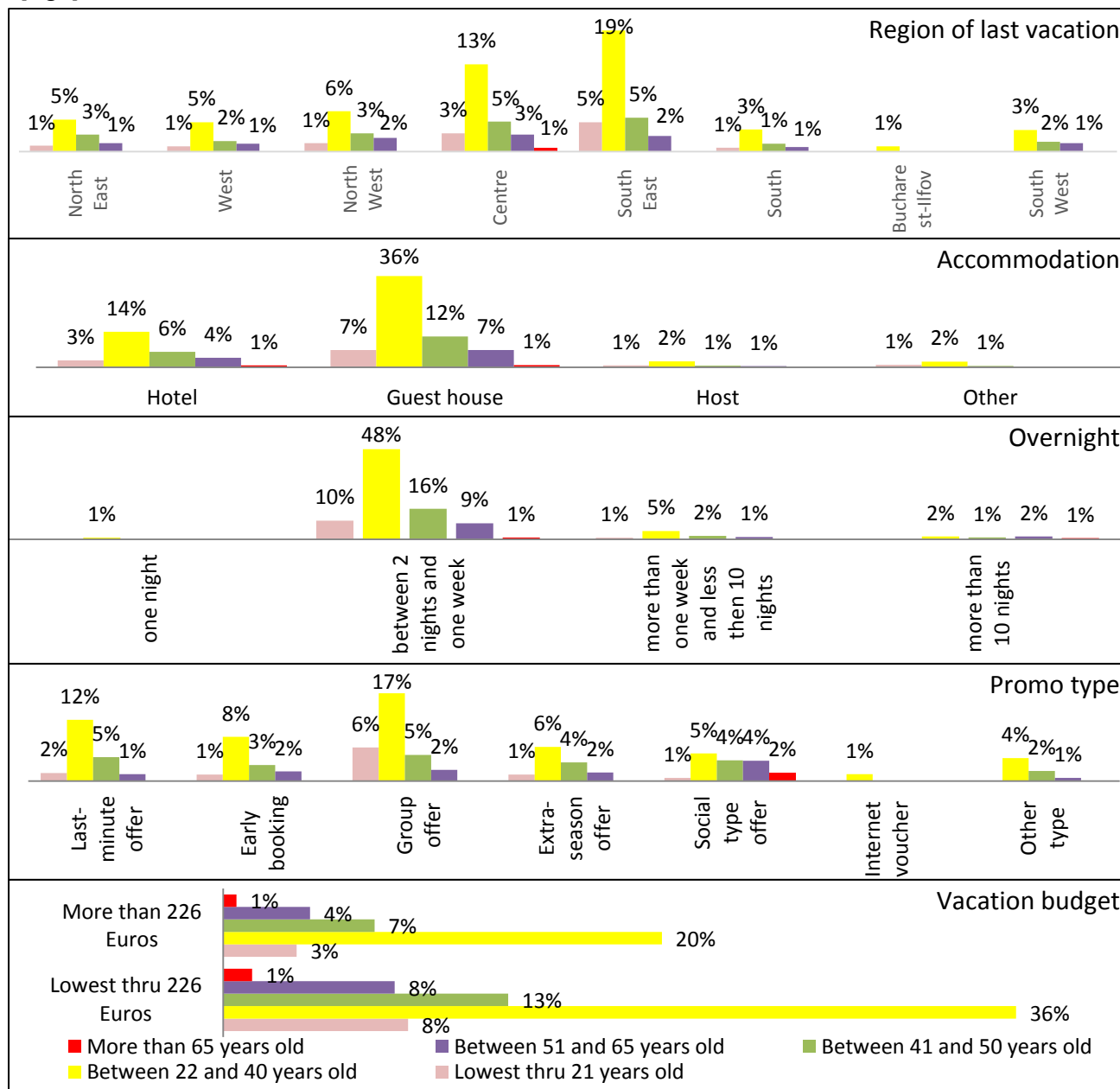


Figure 97 - The relationship between age and travel experiences

Source: Own elaboration *values under 1% are not presented

The relationship between age level and travel experiences such as preferred region for travel, accommodation and overnight, using the promotional offers for accommodation, and vacation budget presented dependence in correlation. Hence, the age is a decisional factor in travel experiences.

The most present age observed within the mentioned correlations was the segment between 22 and 40 years old. This interval of age may be associated with employed people, early or middle career. They prefer mostly the south-east and centre of Romania for vacations, using the guest house between 2 nights and one week, usually prefers the group travel offers and has a vacation budget no more than 226 Euros (same preferences as for the segment of age *lowest thru 21 years old*, mainly pupils, students or no occupation).

Second most observed segment of age is between 41 and 50 years old. Within this segment it may take part the experienced career people and even experienced travellers. This age is usually associated also with leadership occupation. Regarding the preferences, the respondents aged between 41 and 50 years old affirmed the same options as the respondents aged between 22 and 40 years old. The only difference is that this segment prefers also the last minute offers when it comes to promotional offers.

Respondents aged between 51 and 65 years old and more than 65 year old, declared in the favour of centre region for vacation, but also preferring the guest house units and overnights between 2 days and one week. They also use a budget of vacation of no more than 226 Euros. Regarding the promotional offers, most of them preferred the social type of offers (see Figure 97 - The relationship between age and travel experiences).

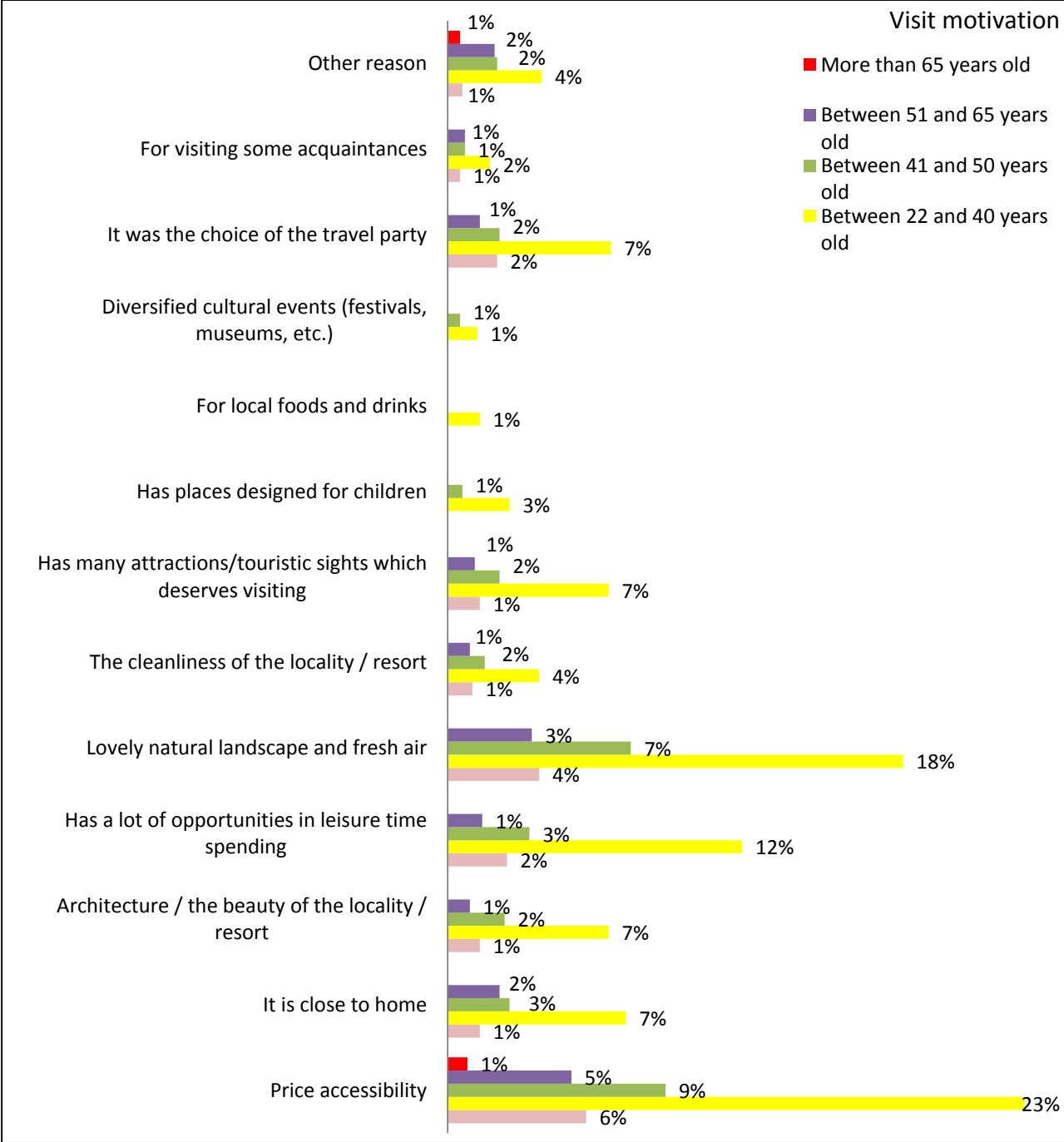


Figure 98 - The relationship between motivation visits and age

Source: Own elaboration

*values under 1% are not presented

Regarding the visits motivations, price accessibility, natural landscape and opportunities for leisure time represented three most important reasons in deciding for a destination among subjects of all ages (see Figure 98).

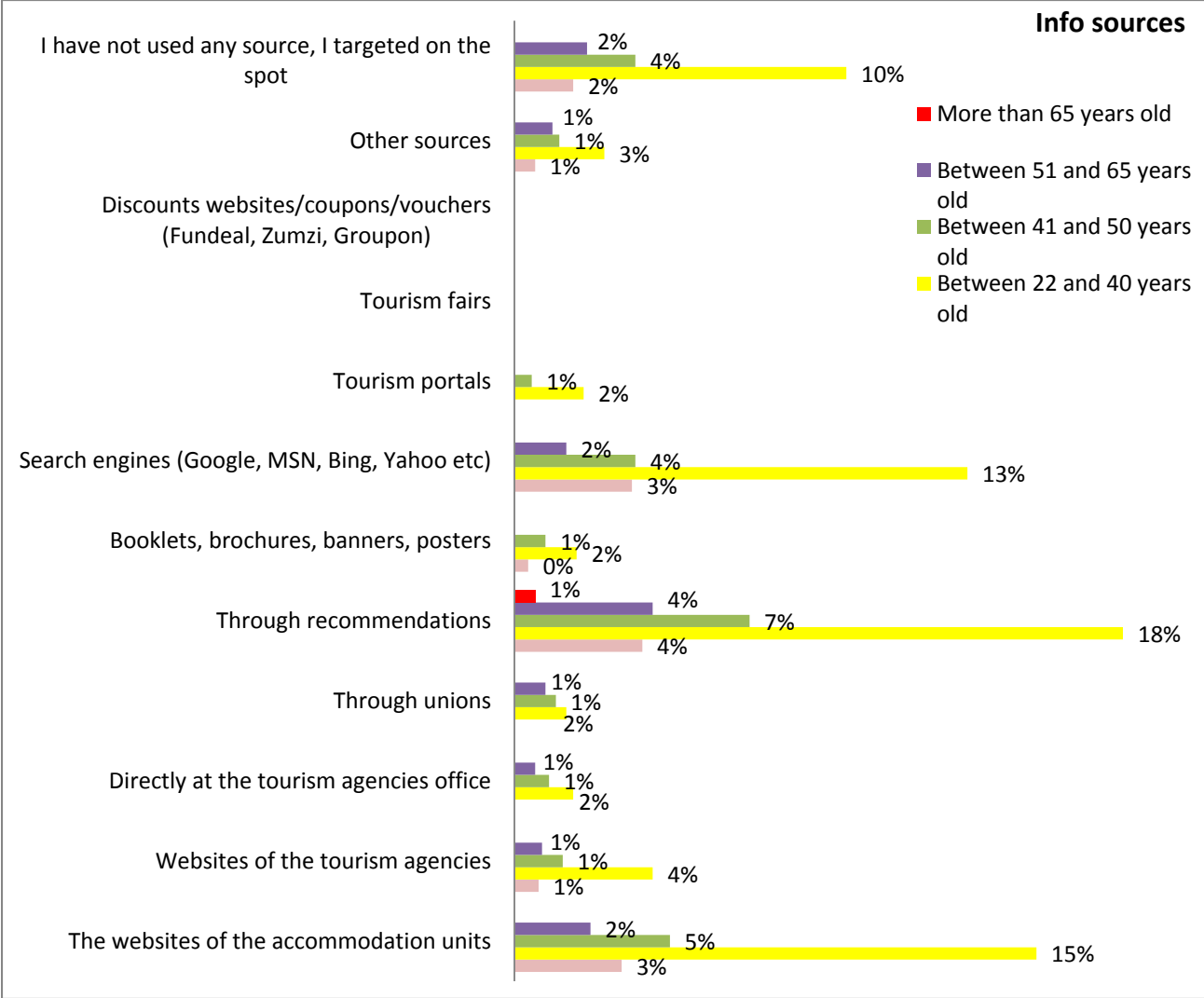


Figure 99 - The relationship between information sources and age

Source: Own elaboration

*values under 1% are not presented

Considering the informational sources, respondents of all ages valued mostly the *recommendations* and the *websites of accommodation's units*. The search engines represented also a trusty source of information mostly for subjects aged between 22 and 40 years old. High percentages were also observed for the option of not using any source of information before booking an accommodation. Tourism fair or discount sites presented no importance among the subjects (see Figure 99 - The relationship between information sources and age).

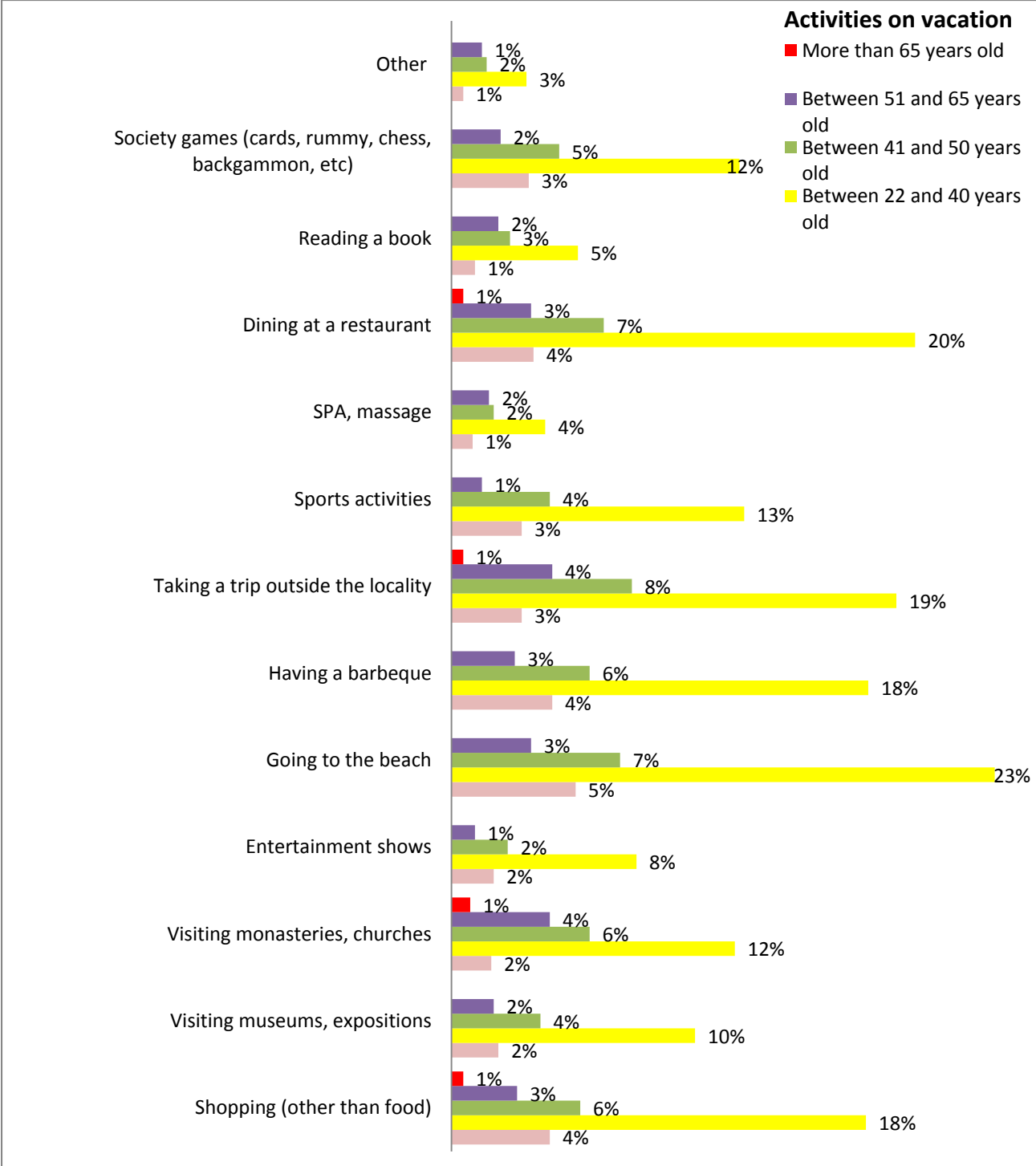


Figure 100 - The relationship between vacation activities and age

Source: Own elaboration

*values under 1% are not presented

Preferred activities taken on vacation presented correlation in relationship with age level. Most activities were taken by respondents aged between 22 and 40 years old. Among this segment of age, 23% declared of preferring just simply going to the beach, 20% for dining at restaurant and 20% enjoys taking trips outside the locality. The same top three preferences were affirmed also by subjects aged between 41 and 50 years old (taking a trip outside the locality being the main preference). The segment of age between 51 and 65 years old preferred mostly trips outside the locality and visiting monasteries and churches (ecumenical tourism mostly). Same preferences were observed also for respondents aged more than 65 years old but in equal percentages with shopping or restaurant dining. All segment of ages shared mostly the same type of vacation activities. Hence, subjects aged no more than 21 years old prefers beach tourism, shopping tourism or even culinary tourism (see Figure 100 - The relationship between vacation activities and age).

Least enjoyed activities on vacation were reading a book (lowest thru 21 years old), SPA tourism (aged between 22 and 40 years old and between 41 and 50 years old), sports activities and entertainment shows (aged between 51 and 65 years old). The subjects aged more than 65 years old declared of not enjoying any kind of activity except shopping, visiting monasteries, restaurant dining or taking trips outside the resort area.

[Civil status]

The relationship between the civil status and travel experiences presented correlation between the mentioned variables, except for the vacation budget. Hence, the amount of money allocated for holidays it was not dependent of the civil status of the respondents (see Figure 101 - The relationship between civil status and travel experiences).

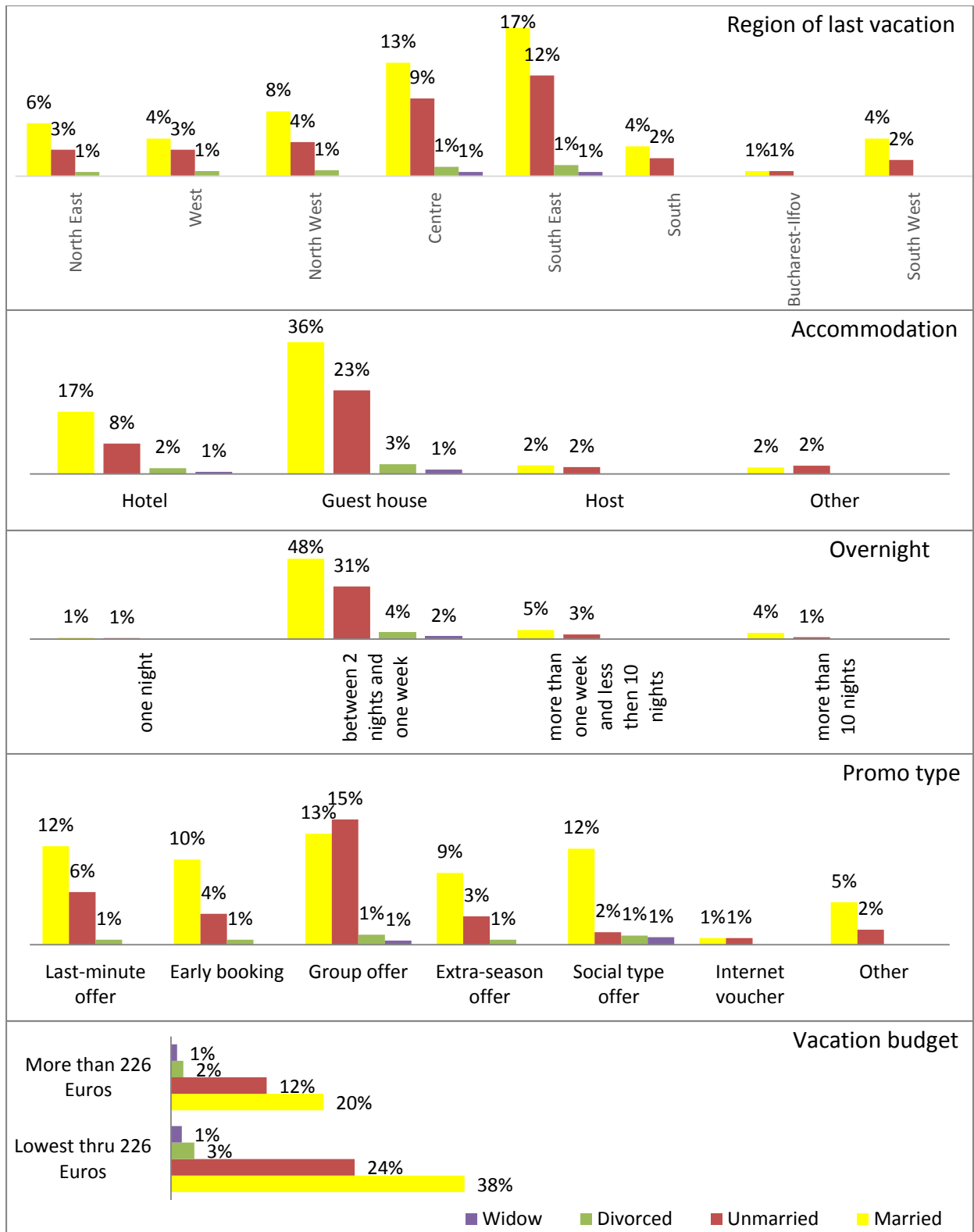


Figure 101 - The relationship between civil status and travel experiences

Source: Own elaboration

*values under 1% are not presented

The married subjects, same as the unmarried ones, preferred mostly the south-east of Romania, on guest house units with an overnight between 2 nights and one week. Regarding the promotional type, these respondents preferred the group offers. They allocated for their vacations an amount of money of no more than 226 Euros.

The divorced and the widow respondents mostly had the same vague preferences. Hence, these segments prefer going on vacations on most of the regions of Romania, except south, south-west and Bucharest. They enjoy staying at hotels and guest houses in equal percentages, with same overnight as married or unmarried population. Regarding the promotional offers, the divorced and widow subjects declared of preferring any type of promotional offer except the internet vouchers.

Taking into account the vacation budget, the widow persons affirmed of allocating even more than 226 Euros for holiday reasons.

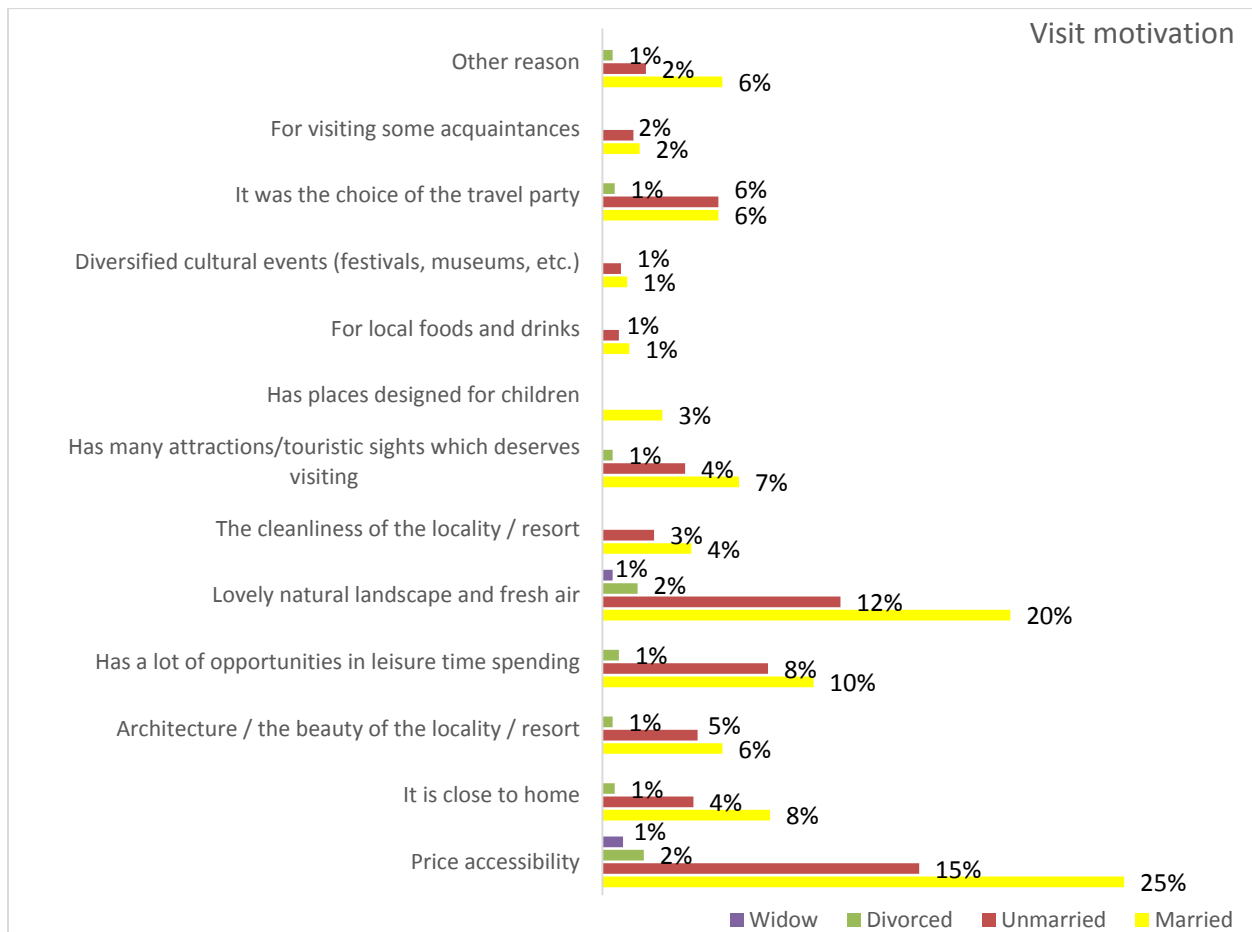


Figure 102 - The relationship between motivation visits and civil status

Source: Own elaboration *values under 1% are not presented

Among the visits motivations valued by respondents lays mainly the price accessibility and the natural landscape for all 4 types of civil status. The mentioned reasons are the only two existing motivations of widow people. The third main reason in deciding for visiting a destination in Romania, for married, unmarried and divorced people, represents the opportunities in leisure time spending. The divorced respondents registered equal percentages when it comes to reasons like *close to home*, *architecture*, *touristic attractions* or even the *choice of the travel partner* (see Figure 102).

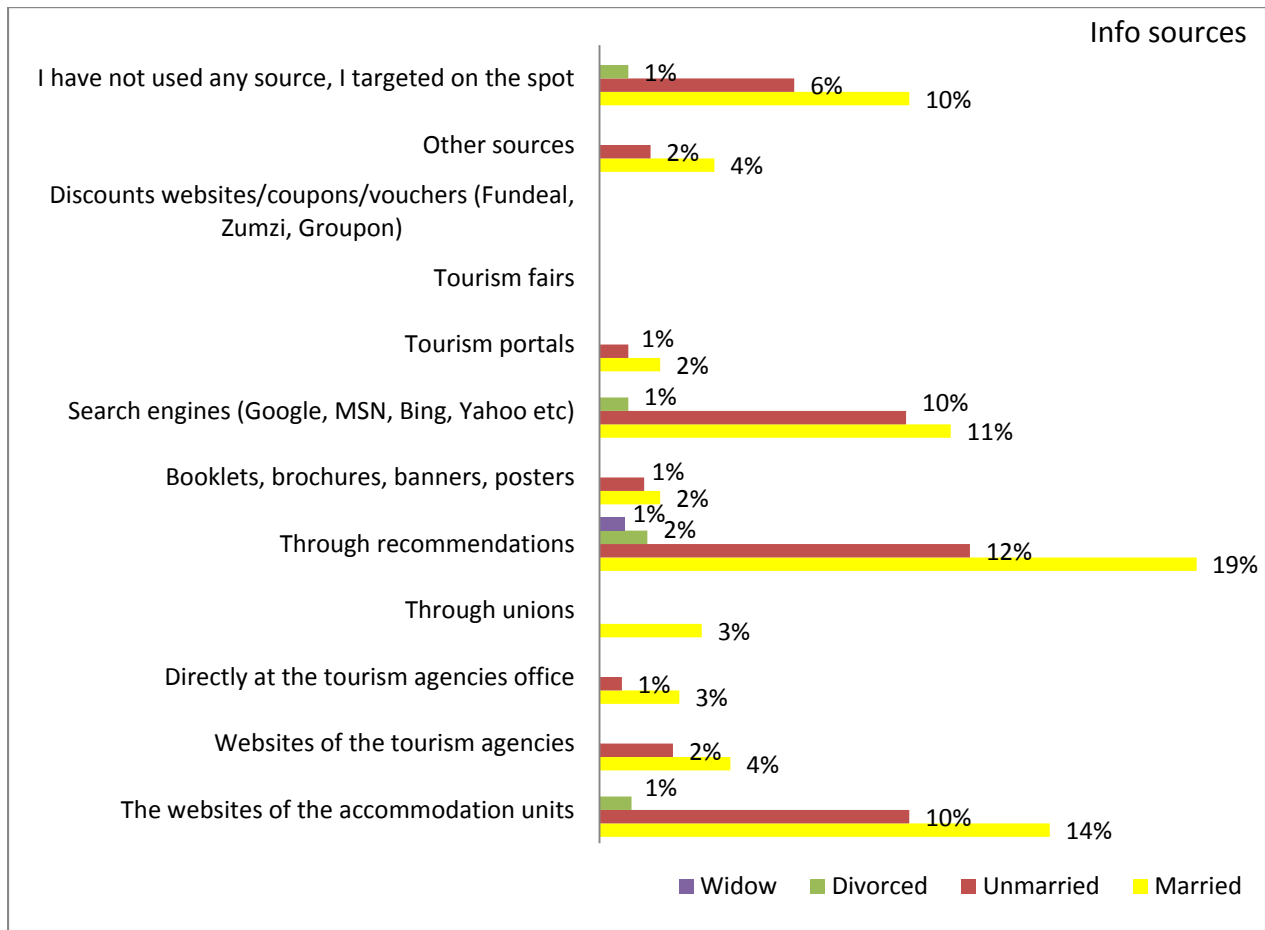


Figure 103 - The relationship between information sources and civil status

Source: Own elaboration

*values under 1% are not presented

The information sources used by married, unmarried and divorced respondents were mostly referred as the recommendations, the websites of the accommodation units or the search engines. The widow people declared that recommendations represent their main

information source in deciding for an accommodation. Neither of the civil status declared in the favour of tourism fairs or discount sites (see Figure 103 - The relationship between information sources and civil status).

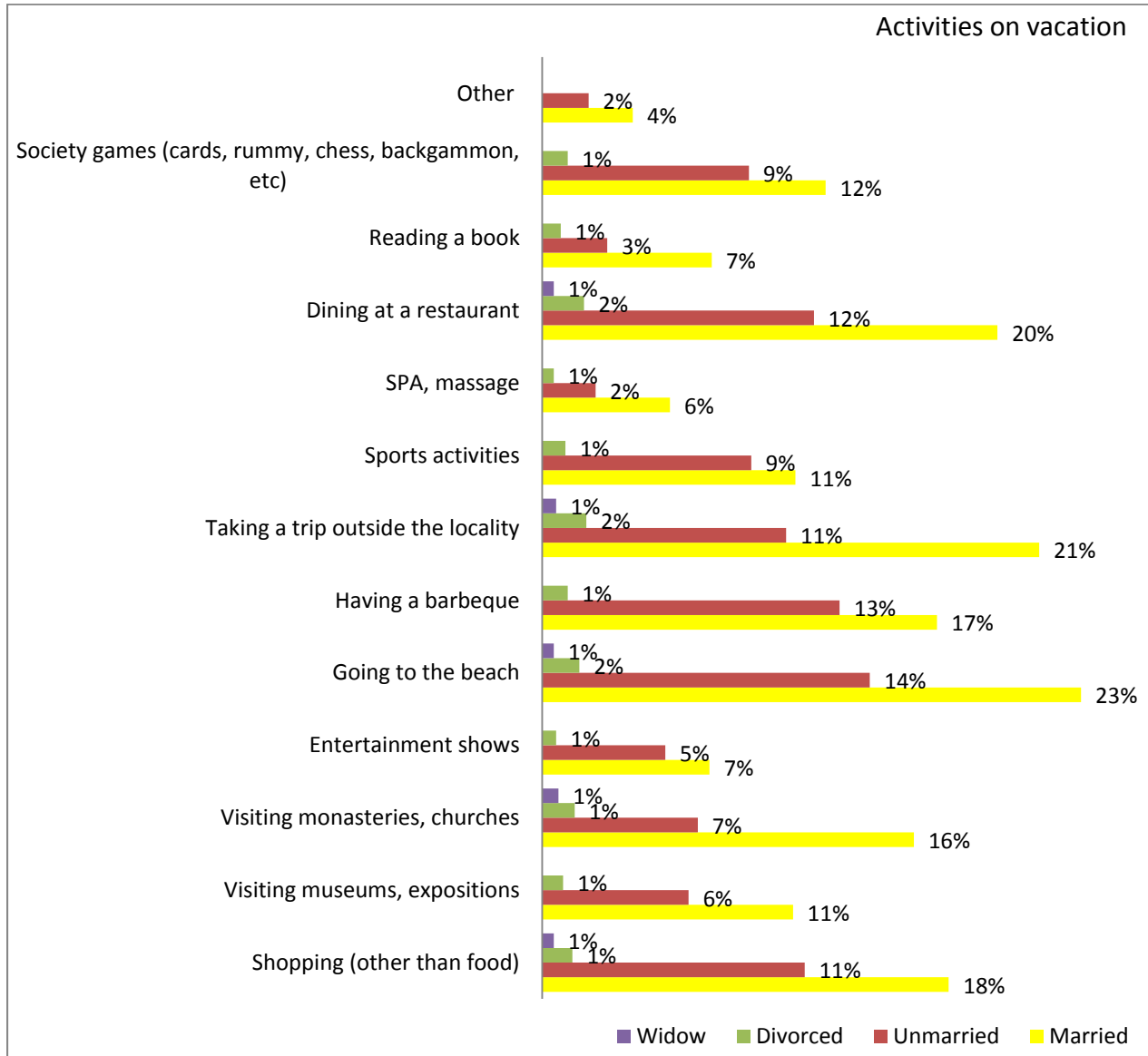


Figure 104 - The relationship between vacation activities and civil status

Source: Own elaboration *values under 1% are not presented

Activities like going to beach, taking trips or dining at restaurant were found among the top three preferred activities on vacation for married respondents. The unmarried subjects shared the same preference for activities mentioned except that having barbeques was an activity more preferred than taking a trip. The divorced people registered equal preferences for all activities (1%) except for taking trips and going to beach, that represented main activities

(2%). The widow respondents presented interest only for activities like shopping, visiting monasteries, going to beach, taking trips or restaurant dining (see Figure 104).

[Number of family members]

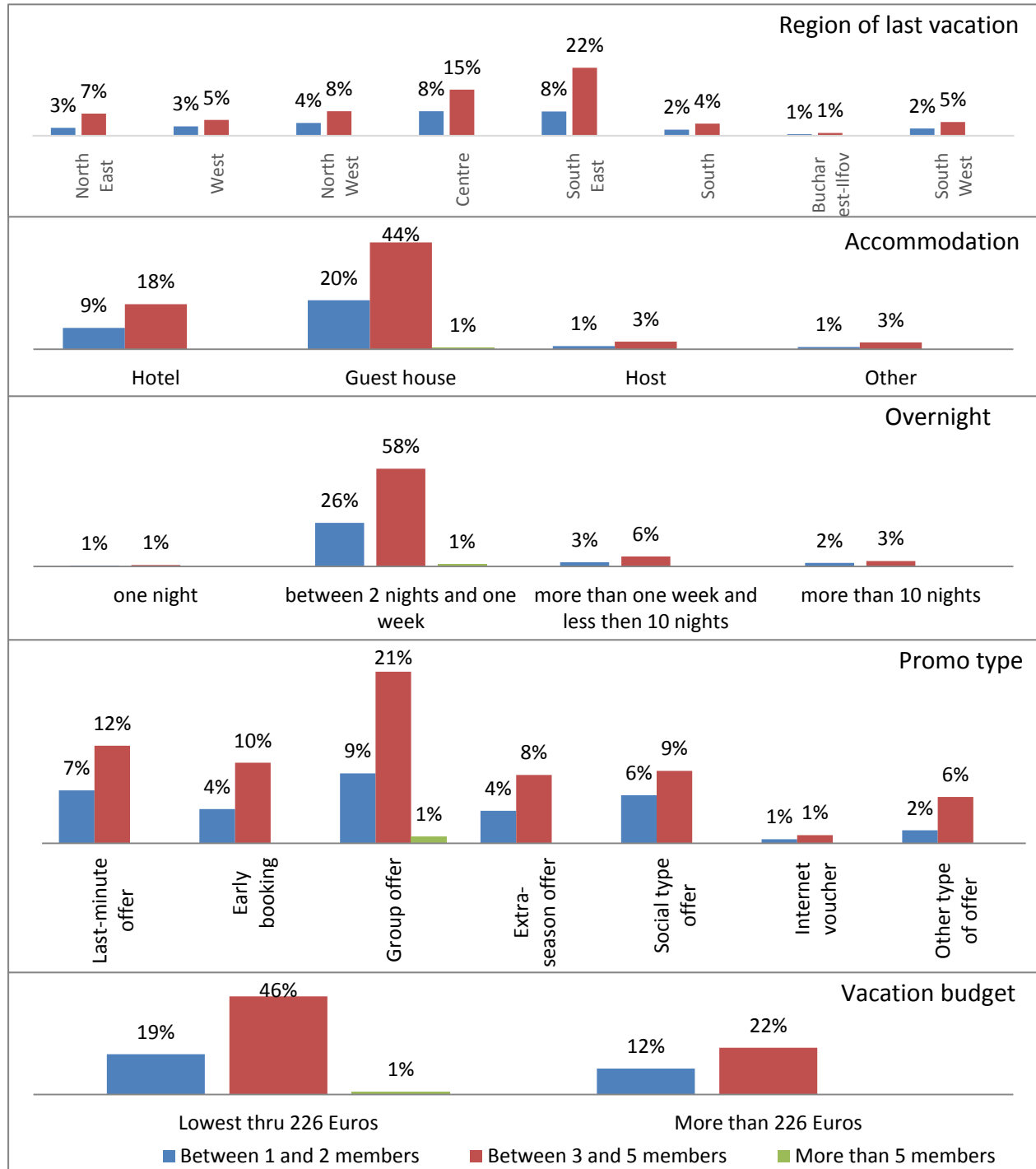


Figure 105 - The relationship between number of family members and travel experiences

Source: Own elaboration *values under 1% are not presented

The respondents having families with more than 5 members represent a very small percentage, hence there are few presented in relationship with travel experiences. Correlations were observed for all variables except the using of promotional offers.

The highest percentage observed was for the subjects having between 3 and 5 members followed by families between 1 and 2 members. Both categories enjoys going on vacation in the south-east and centre of Romania, being booked at guest houses for a period of time between 2 nights and one week, prefers the group offers and have a vacation budget lowest thru 226 Euros (see Figure 105).

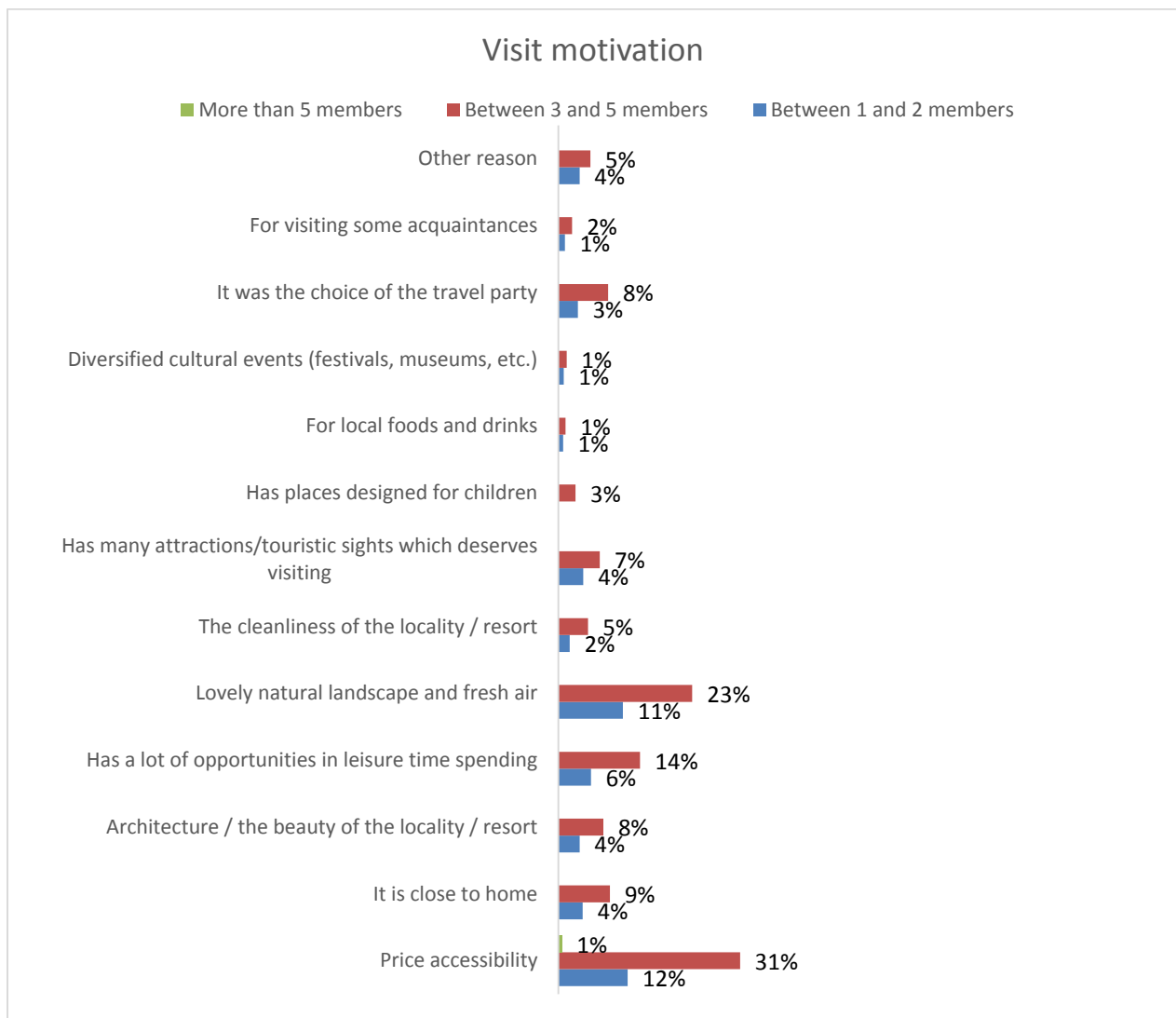


Figure 106 - The relationship between motivation visits and number of family members

Source: Own elaboration

*values under 1% are not presented

Regarding the visit motivations, both types of families consider important the price accessibility, the landscape and the opportunities in leisure time spending. The distance from home represented also an important factor in deciding for a holiday destination (see Figure 106)

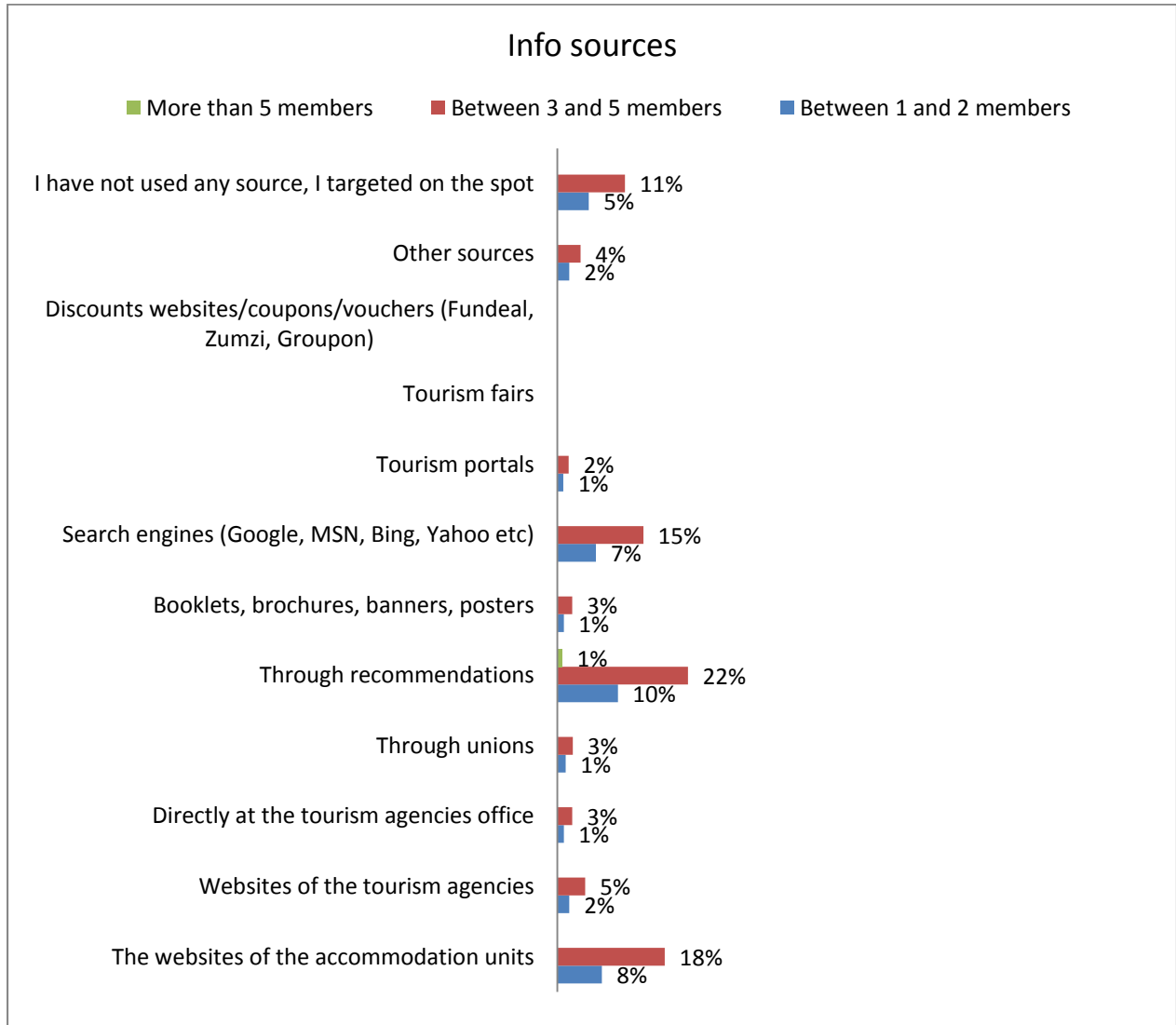


Figure 107 - The relationship between information sources and number of family members

Source: Own elaboration

**values under 1% are not presented*

Regarding the informational sources used, both types of families declared that word-of-mouth recommendations and internet represented the main decisional forces. The next high percentage was represented by respondents that declared of not having used any type of information source before choosing an accommodation (see Figure 107).

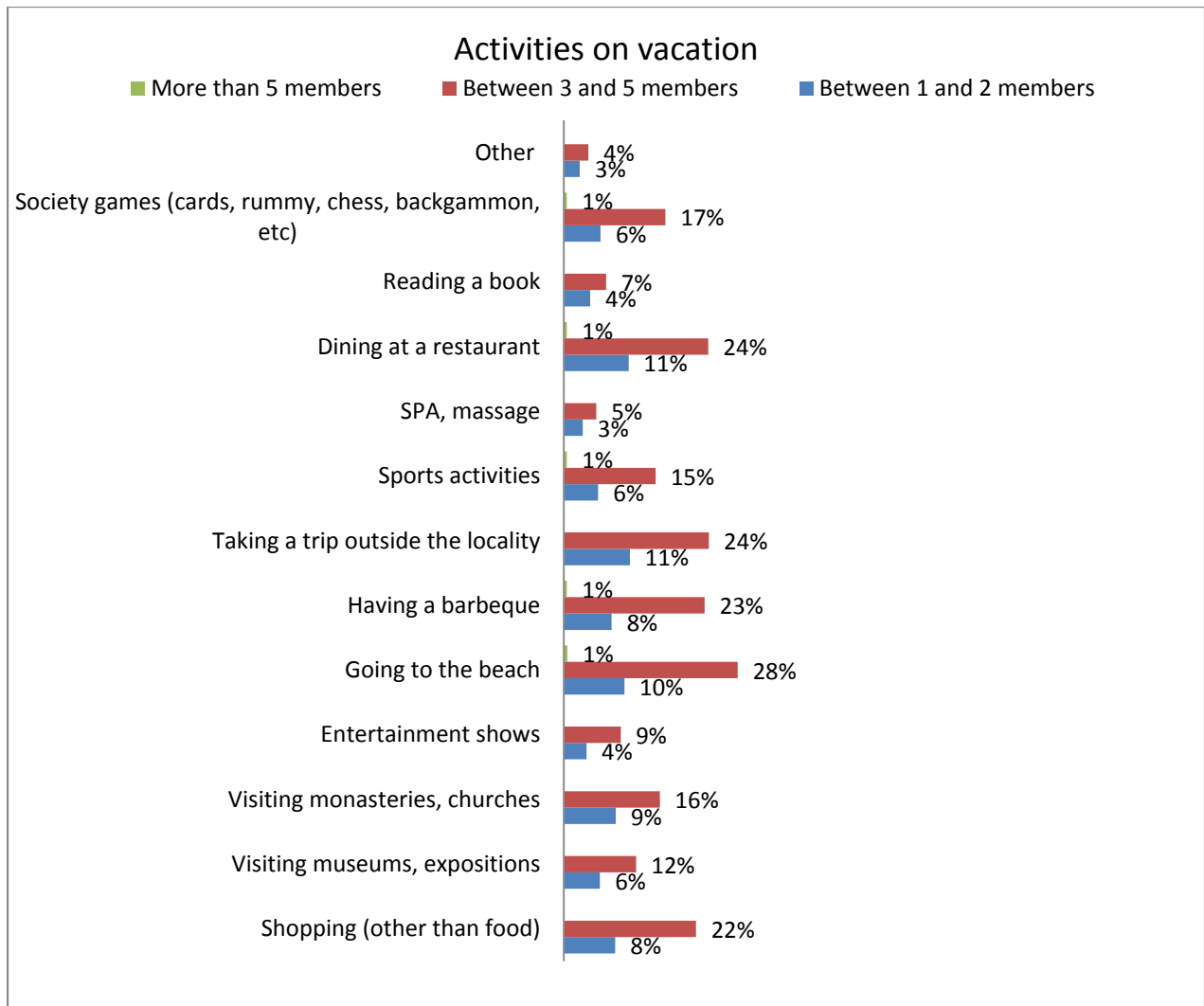


Figure 108 - The relationship between vacation activities and number of family members

Source: Own elaboration

**values under 1% are not presented*

On vacation, respondents having between 3 and 5 members prefer mostly going to the beach, taking trips, dining at restaurant or having barbeques. Subjects with families having between 1 and 2 members prefer somehow the same activities but in a slightly different order: taking trips, going to beach, dining at restaurant, having barbeques or shopping (see Figure 108).

The preferences affirmed by the mentioned categories seems logical considering the fact that these respondents should be married or/and having children and mostly aged between 22 and 40 years old.

[Education]

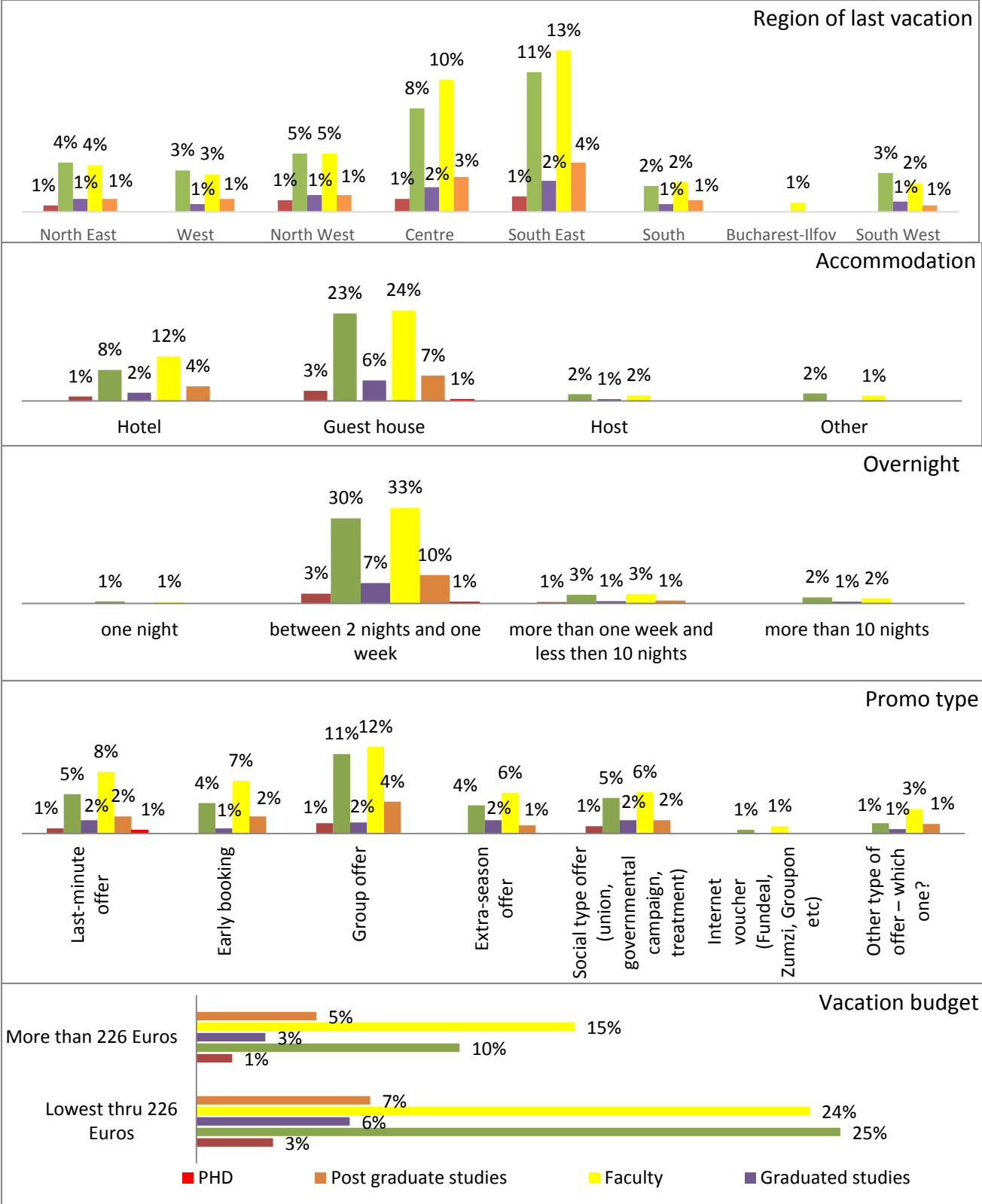


Figure 109 - The relationship between education and travel experiences

Source: Own elaboration *values under 1% are not presented

The highest percentages are observed for respondents having faculty studies. Second highest percent regarding the educational status represents the high-school subjects. The relationship between the educational level and the travel experiences presented a direct linear dependence.

The respondents having post-graduate studies, faculty and high-school studies prefers going on vacation in the south-east of Romania, staying at guest house units for a period between 2 nights and one week. Usually uses the group offers and has a vocational budget fewer than 226 Euros. People having graduated studies share same preferences except the fact that they use more types of promotional offers for accommodation.

Subjects with secondary studies have preferences regarding the region for vacation equally spread (1%), between south-east, centre, north-east and north-west. Considering the accommodation, they also prefers the guest houses and for the same overnight. The secondary schooled subjects enjoy more than one type of promotional offer, such as: social type, group offer or last-minute offer. They have the same vocational budget, fewer than 226 Euros.

Primary school and PhD studies represent two categories of respondents not very presented through their opinions (having less than 1% observed percentages) – see Figure 109.

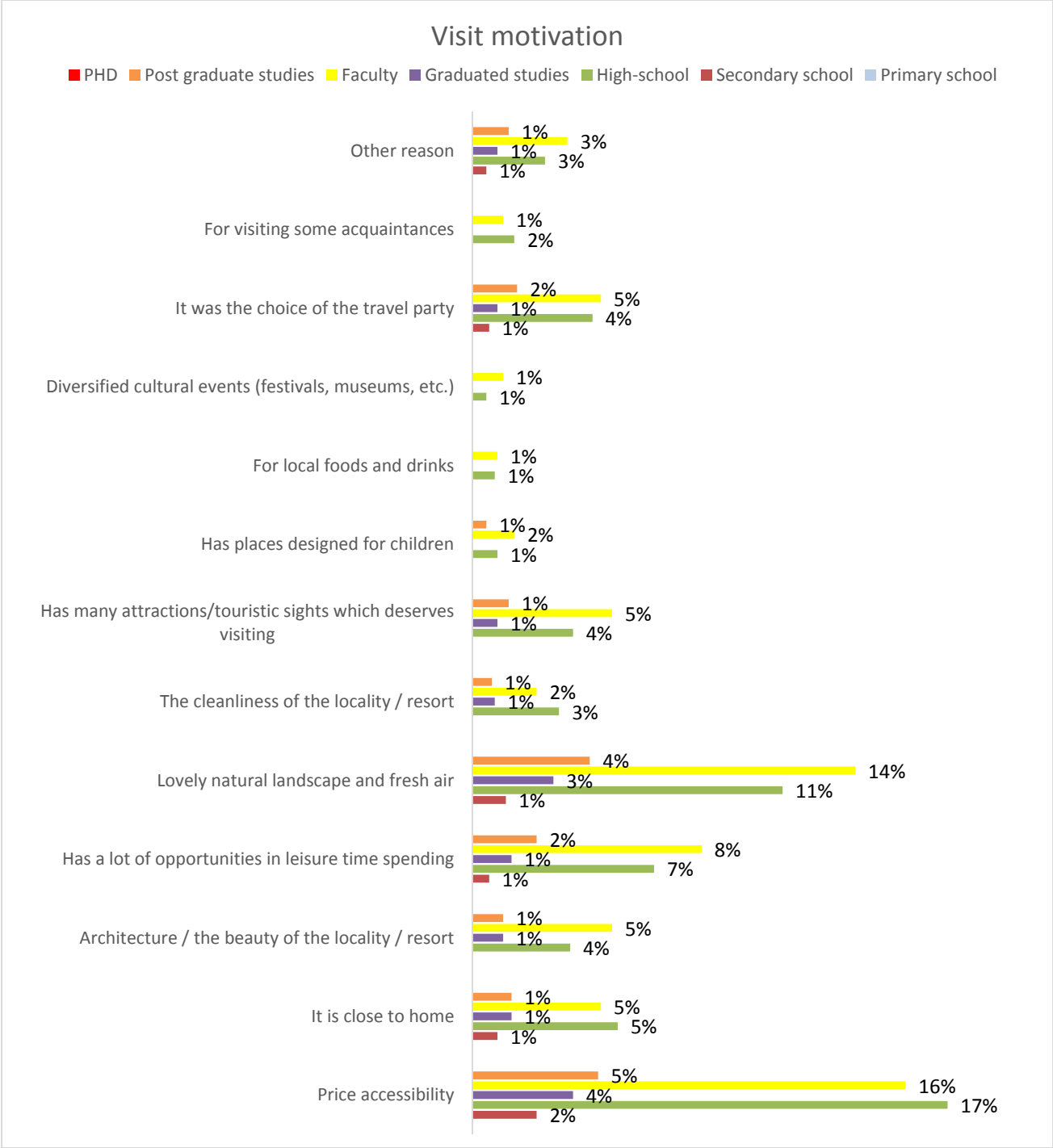


Figure 110 - The relationship between motivation visits and educational level

Source: Own elaboration

*values under 1% are not presented

The three main types of educational levels presented post-graduated, faculty and high-school respondents, expressed mostly their motivations in choosing a destination for vacation.

The price accessibility, leisure time spending and natural landscape were among the main decisional reasons (not on the same degree). These motifs were presented also for graduate studies respondents (see Figure 110).

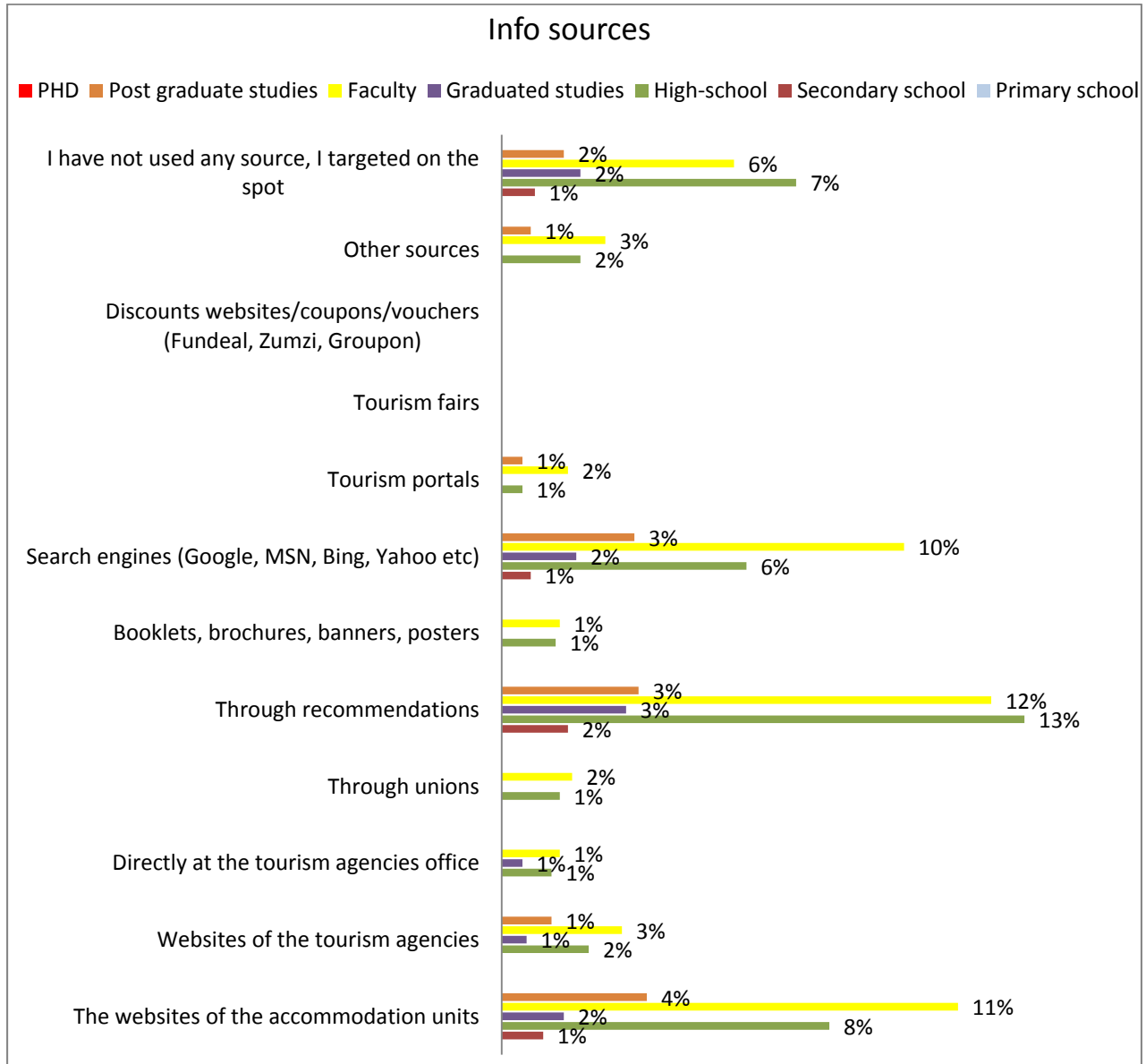


Figure 111 - The relationship between information sources and educational level

Source: Own elaboration *values under 1% are not presented

The main informational sources among most of the respondents represented the recommendations, the websites of the accommodation units and the search engines (having different levels of percentage). These three main sources are valid for all types of educational levels (see Figure 111).

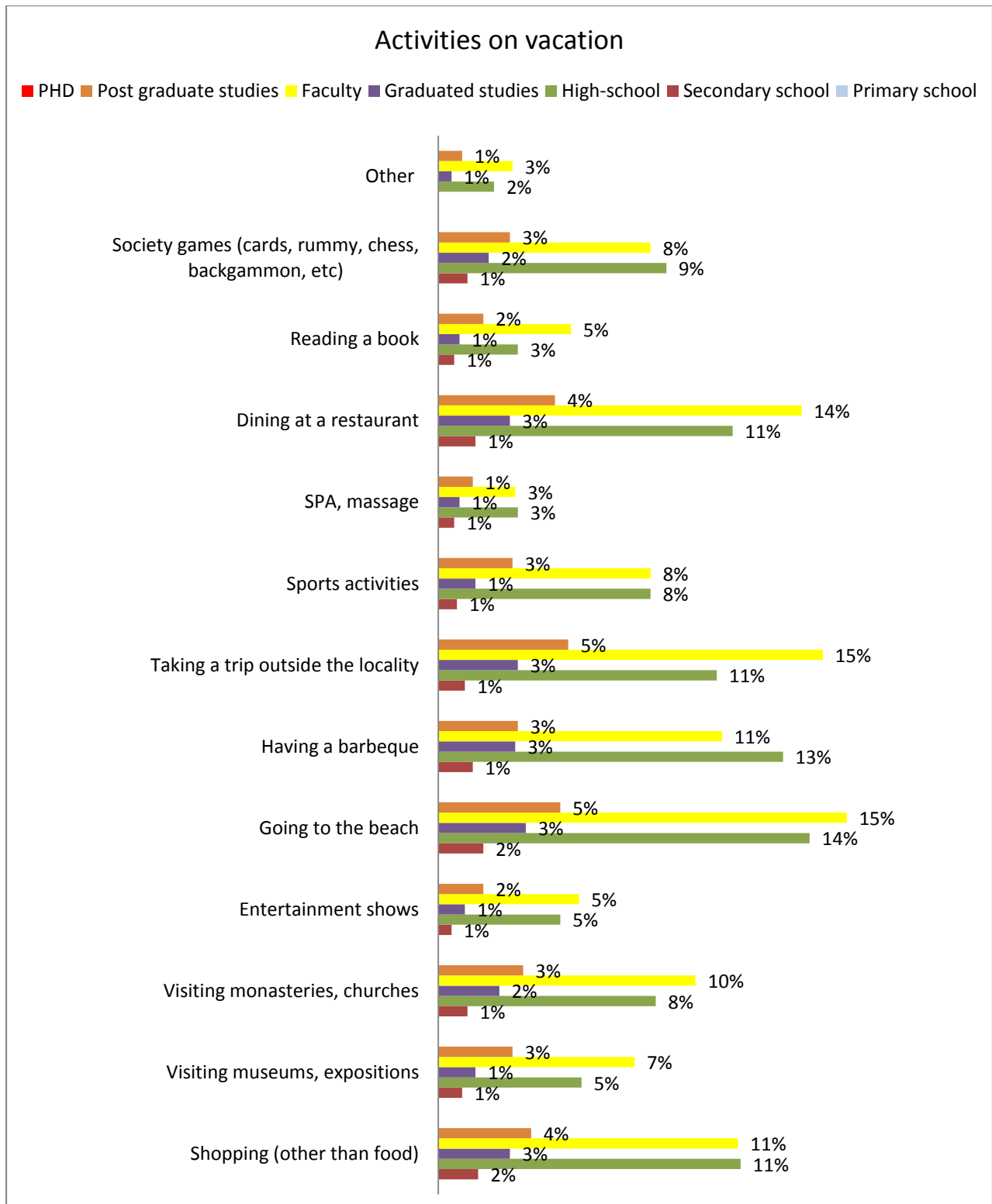


Figure 112 - The relationship between activities on vacation and educational level

Source: Own elaboration

*values under 1% are not presented

Regarding the activities preferred on vacation (Figure 112), mostly all the educational levels prefers going to beach, taking trips or restaurant dining, having barbeques and shopping (in these order but in different degrees). Shopping was also among their primary preferences.

[Occupation]

The relationship between the occupational status and travel experiences presented a direct linear dependence. The occupational status most observed was the one *with leadership position* followed by the one *without leadership needed*. The least presented occupational status was the *retired or house wife*.

Subjects having occupation with leadership needed, without leadership positions, students, or retired respondents prefers for their vacations going on the south-east of Romania, staying between 2 nights and one week at guest house units, and uses a vocational budget no more than 226 Euros. Regarding the promotional offers preferred, the leadership, no leadership and students usually uses the group offers. The retired people, house wife or unemployed respondents use more types of promotional offers (see Figure 113).

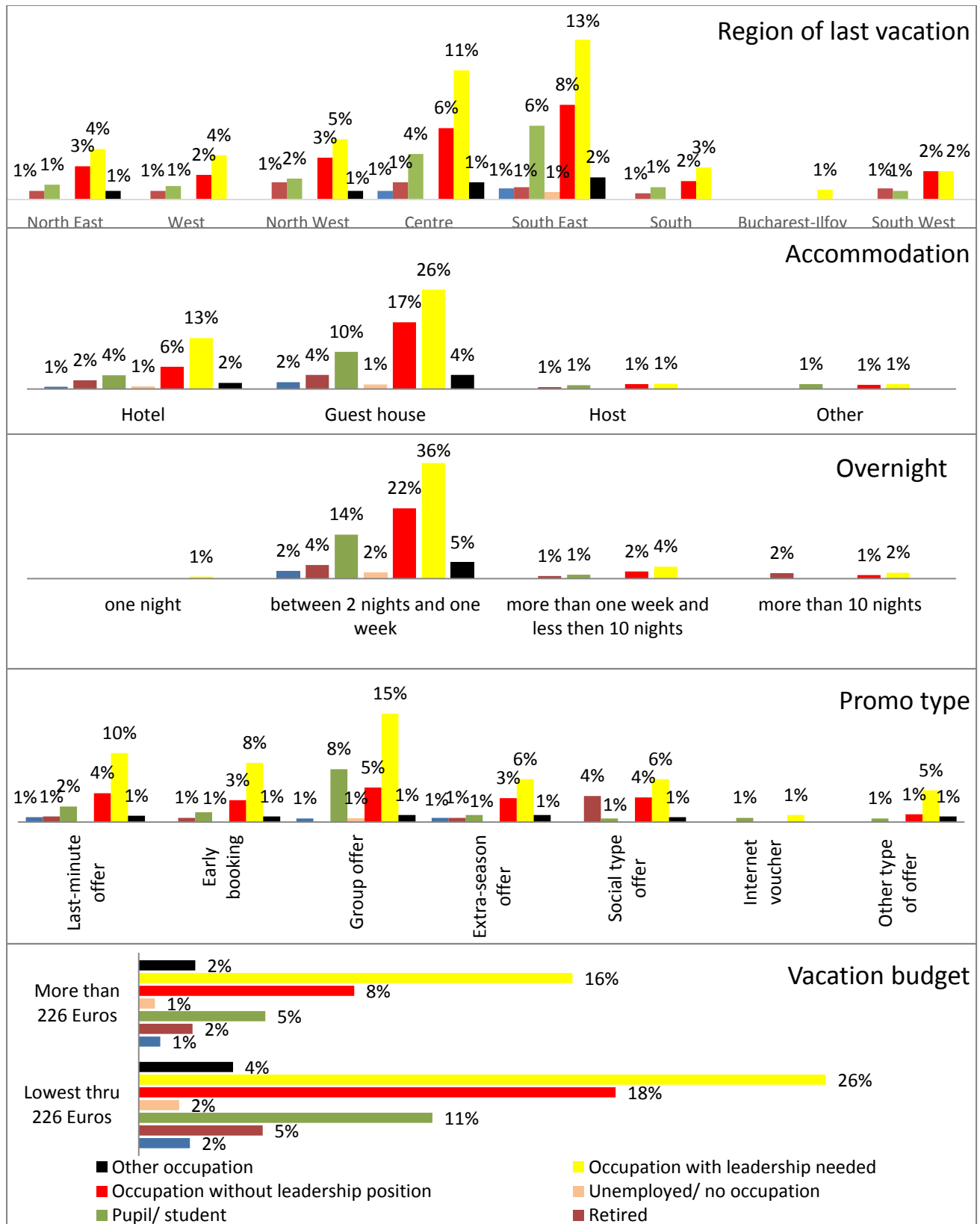


Figure 113 - The relationship between occupational status and travel experiences

Source: Own elaboration *values under 1% are not presented

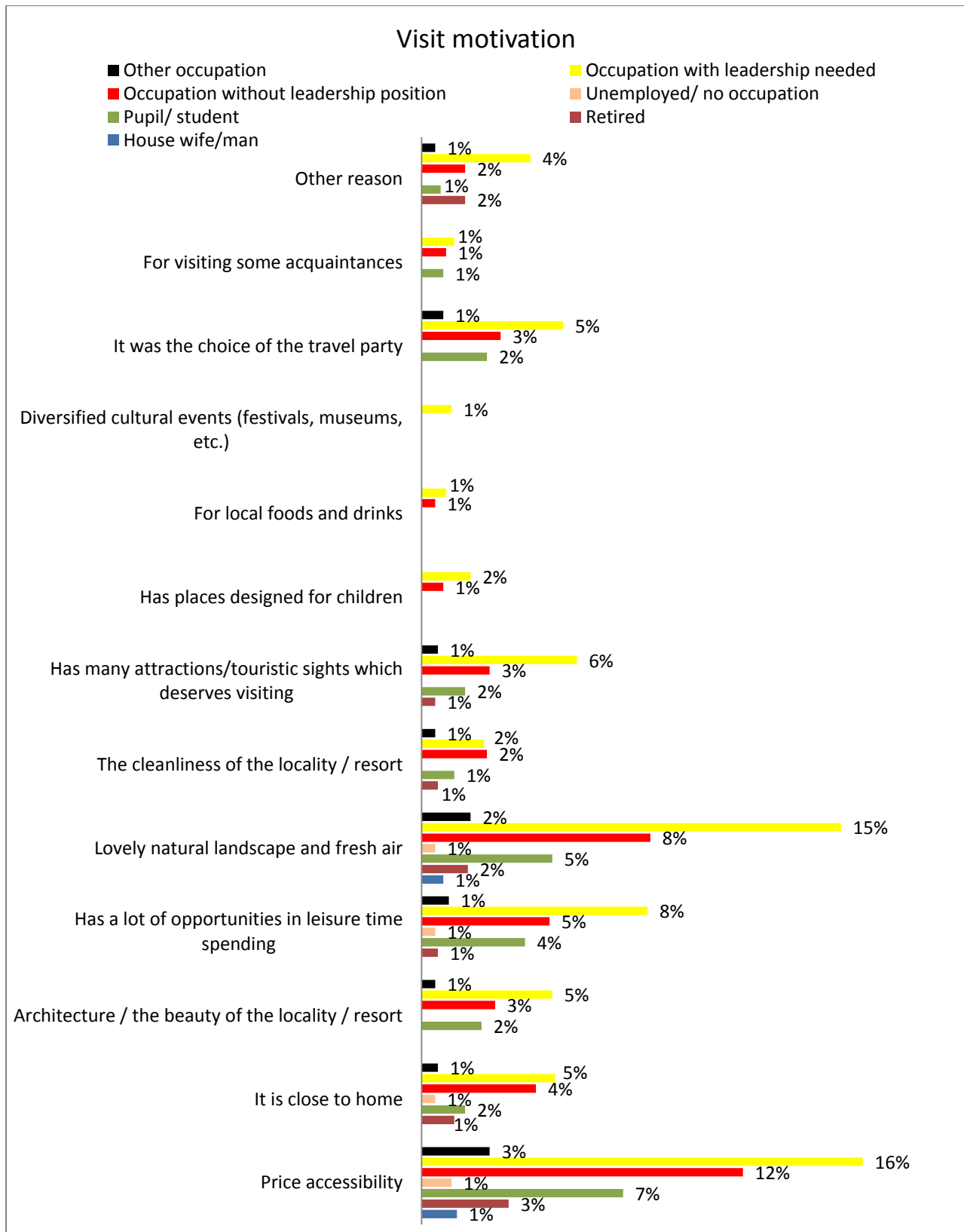


Figure 114 - The relationship between motivation visits and occupation

Source: Own elaboration *values under 1% are not presented

Regarding the visits motivations, all of the occupational status declared that among the main reasons in choosing a destination lays the low prices, the landscape and the leisure time spending opportunities. Also touristic attractions and home distance represented the next most important reasons in deciding for a holiday resort (see Figure 114).

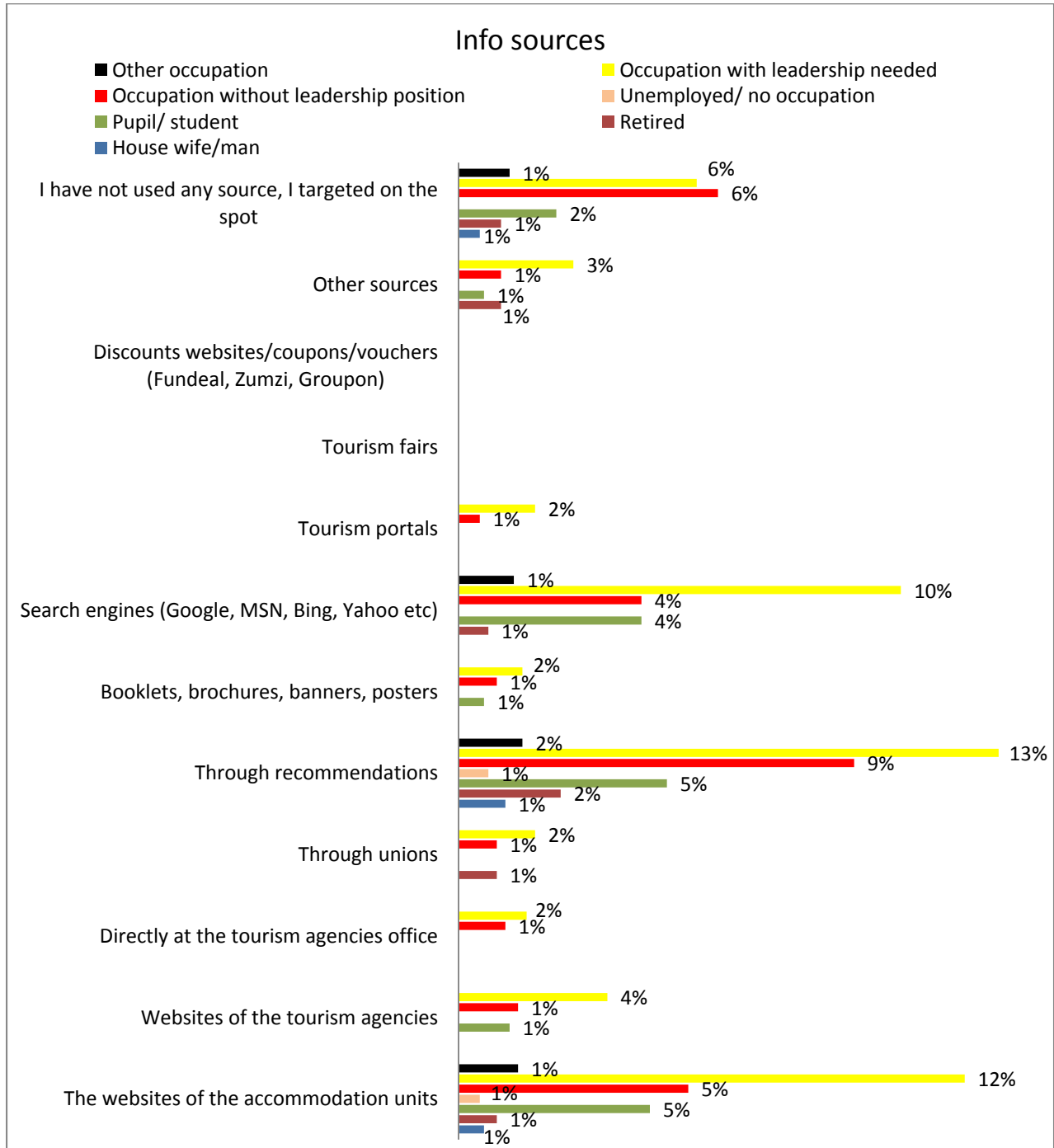


Figure 115 - The relationship between information sources and occupation

Source: Own elaboration *values under 1% are not presented

Same as previous categories, main sources used were the word-of-mouth, and internet.

Occupations without leadership preferred recommendations and declared not using any source.

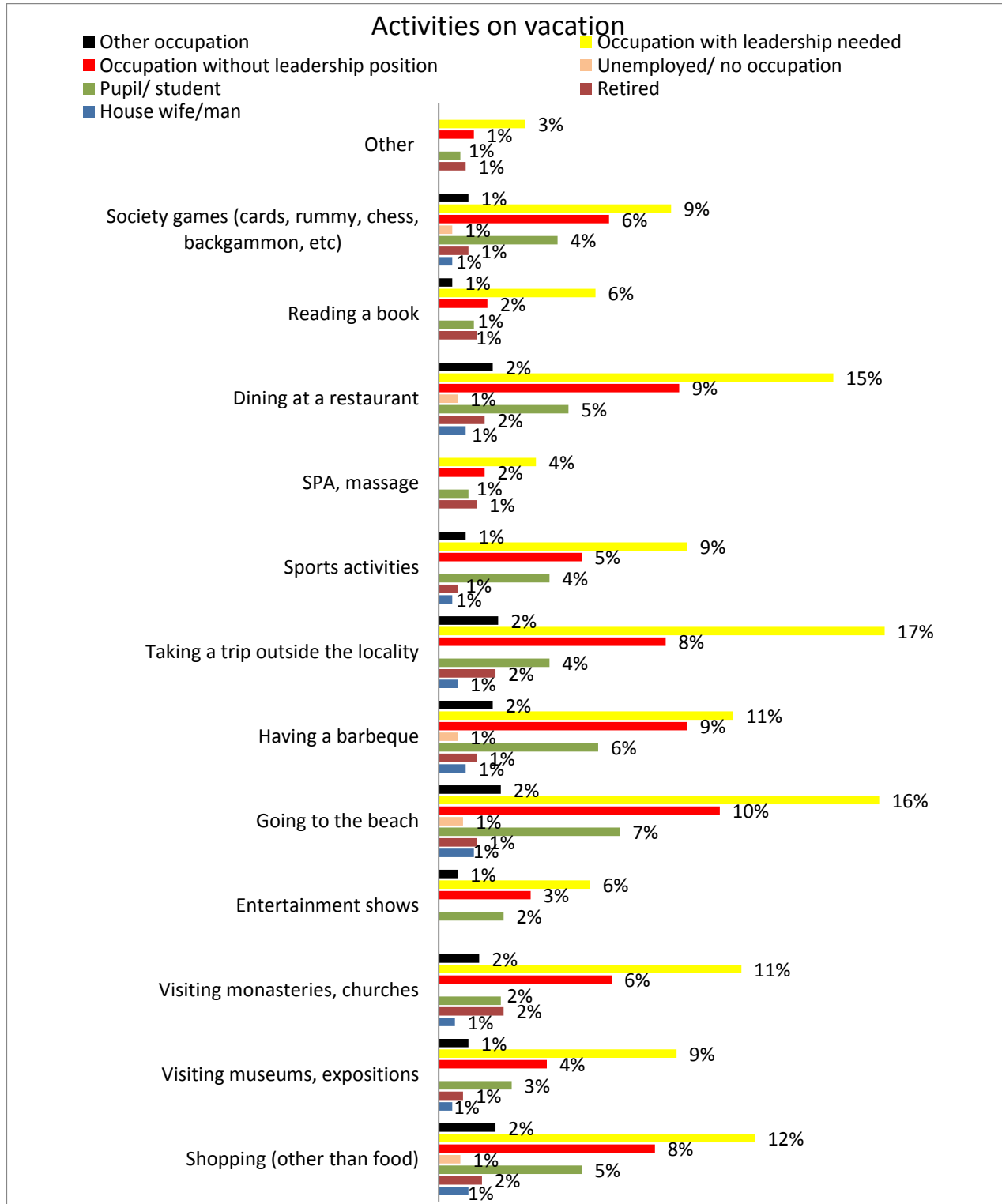


Figure 116 - The relationship between vacation activities and occupation

Source: Own elaboration *values under 1% are not presented

Regarding the activities preferred in vacations, it may be seem quite illogical, but all the occupational status are observed as having same preferences: taking trips, going to beach or restaurant dining. Shopping and visiting monasteries represented also some preferred types of leisure time spending. These options seemed logical because the reader should expect different preferred activities depending on the sedentary of the occupational status (see Figure 116).

[Income]

One of the most important socio-economical characteristic represents the *income level*. The respondents may have different preferences regarding the touristic demand and also high level of education but the income level represents a defining characteristic considering the restrictive buying possibilities.

The relationship between the travel experiences such as region of last vacation, accommodation, the overnight, and the promotional offers preferred presented direct correlation. Also there was observed a linear relationship between the income level and the vacation budget.

Direct correlations were detected also between the income level and the motivations for visits, trusted informational sources or preferred activities for vacation.

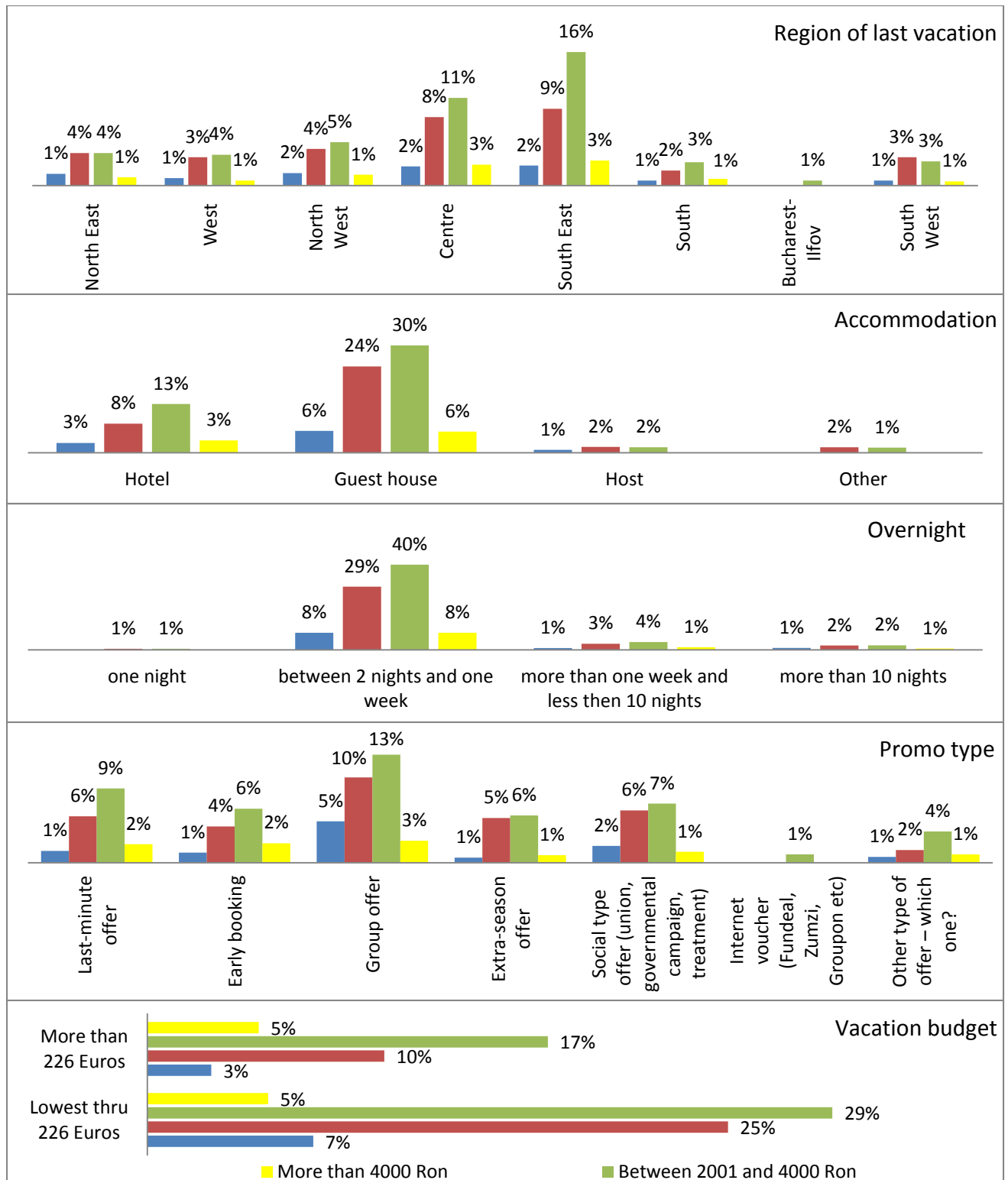


Figure 117 - The relationship between income level and travel experiences

Source: Own elaboration

*values under 1% are not presented

The highest percentages regarding the income level were observed for respondents having between 2001 and 4000 Ron (476 and 952 Euros). This segment prefers for holidays the south-east of Romania and staying at guest house units between 2 nights and one week. These subjects usually prefer the group offers and have a budget for vacation of no more than 226 Euros. These types of preferences are shared also by respondents having incomes between 1001 and 2000 Ron (238 and 475 Euros).

Subjects with income level lowest thru 1000 Ron (237 Euros), representing the minimum gross salary in Romania, prefers three areas from Romania for vacation spending: south-east, centre and north-west. Regarding the accommodation selection, these types of respondents also enjoys the guest houses for a period of time between 2 nights and one week. Considering the touristic promotional offers, the group offers were mainly preferred, seconded by offers like social tourism. These respondents also have a vacation budget lowest thru 226 Euros.

The fourth type of subjects represents the respondents with an income level of more than 4000 Ron (952 Euros). These subjects prefer the south-east and centre of Romania for vacation purposes. The overnight and accommodation preferences are situated on the same line as for the previous categories (guest houses between 2 nights and one week). They enjoy the group offers but also the early booking and last-minute offers. The respondents with income level of more than 952 Euros affirmed of having a budget for vacation of more than 226 Euros, in equal percentages with the second mentioned category of no more than 226 Euros (see Figure 117 - The relationship between income level and travel experiences).

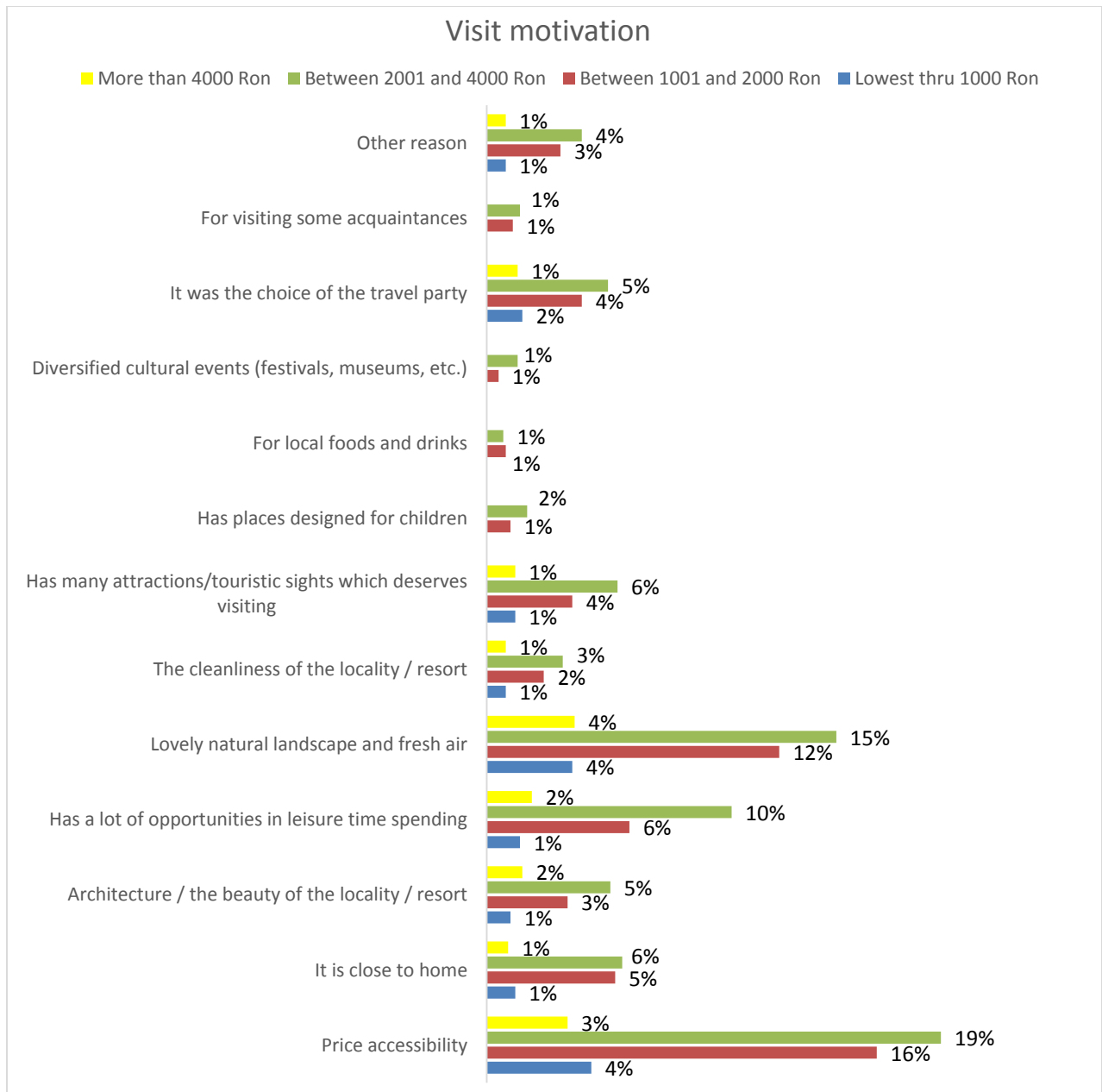


Figure 118 - The relationship between motivation visits and income level

Source: Own elaboration *values under 1% are not presented

Regarding the visits motivations, two categories of subjects share the same reasons in deciding for a holiday destination (incomes between 1001 and 2000 Ron; and between 2001 and 4000 Ron). These categories value most the price accessibility followed by natural landscape and opportunities in leisure time spending. Subjects having an income level of no more than 1000 Ron (237 Euros) decide for a destination through the price level and landscape, in equal

percentages (4%). Respondents with more than 4000 Ron (952 Euros) value first the landscape and secondly the price level. They also are interested by opportunities in leisure time spending and architecture of the city (see Figure 118).

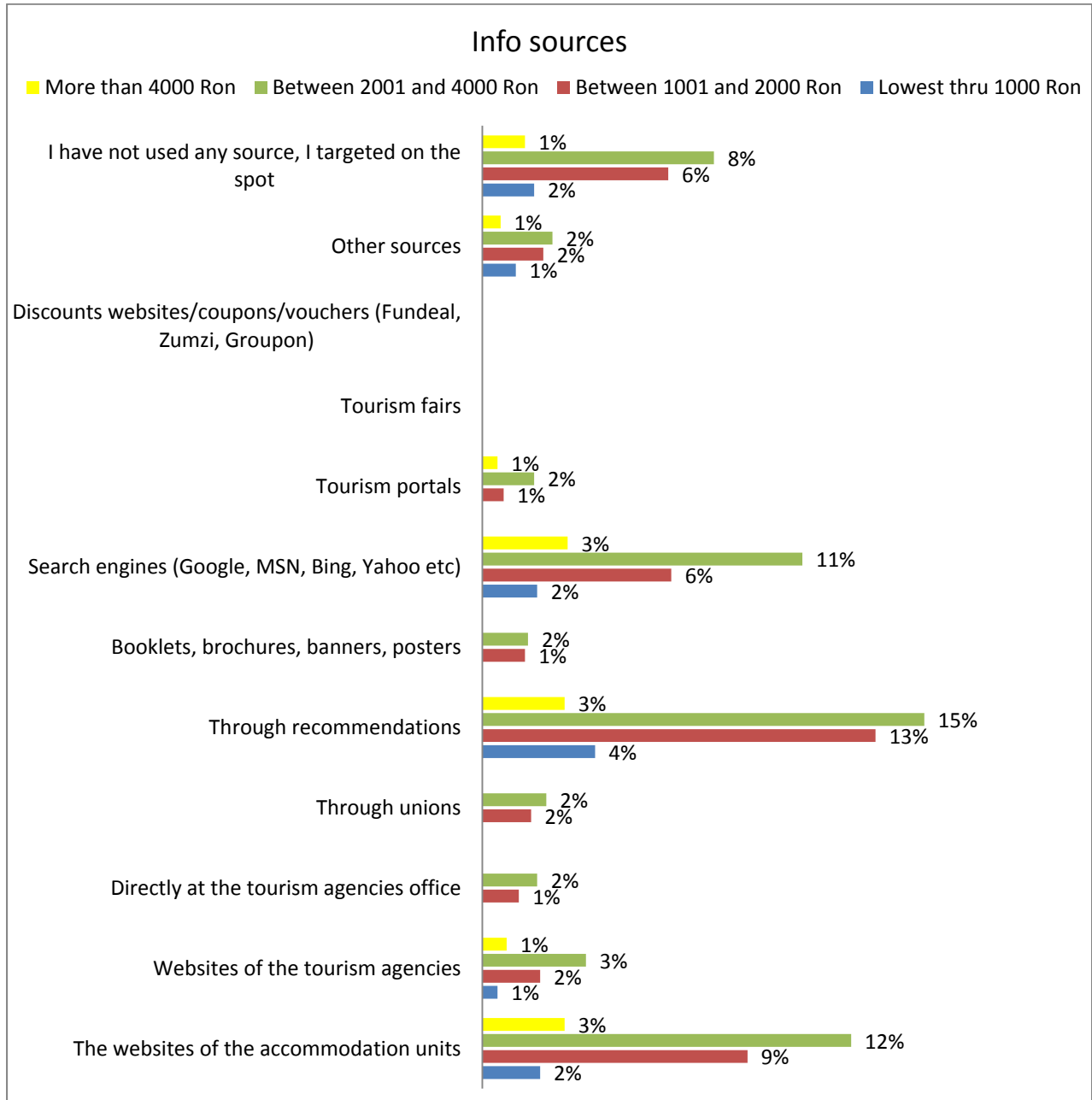


Figure 119 - The relationship between information sources and income level

Source: Own elaboration

*values under 1% are not presented

Although in different percentages, the respondents share same informational sources mainly: recommendations, the websites of accommodation units and the search engines. High percentages declared of not having used any source of information before booking. Hence, the income level does not affect the informational sources used (see Figure 119).

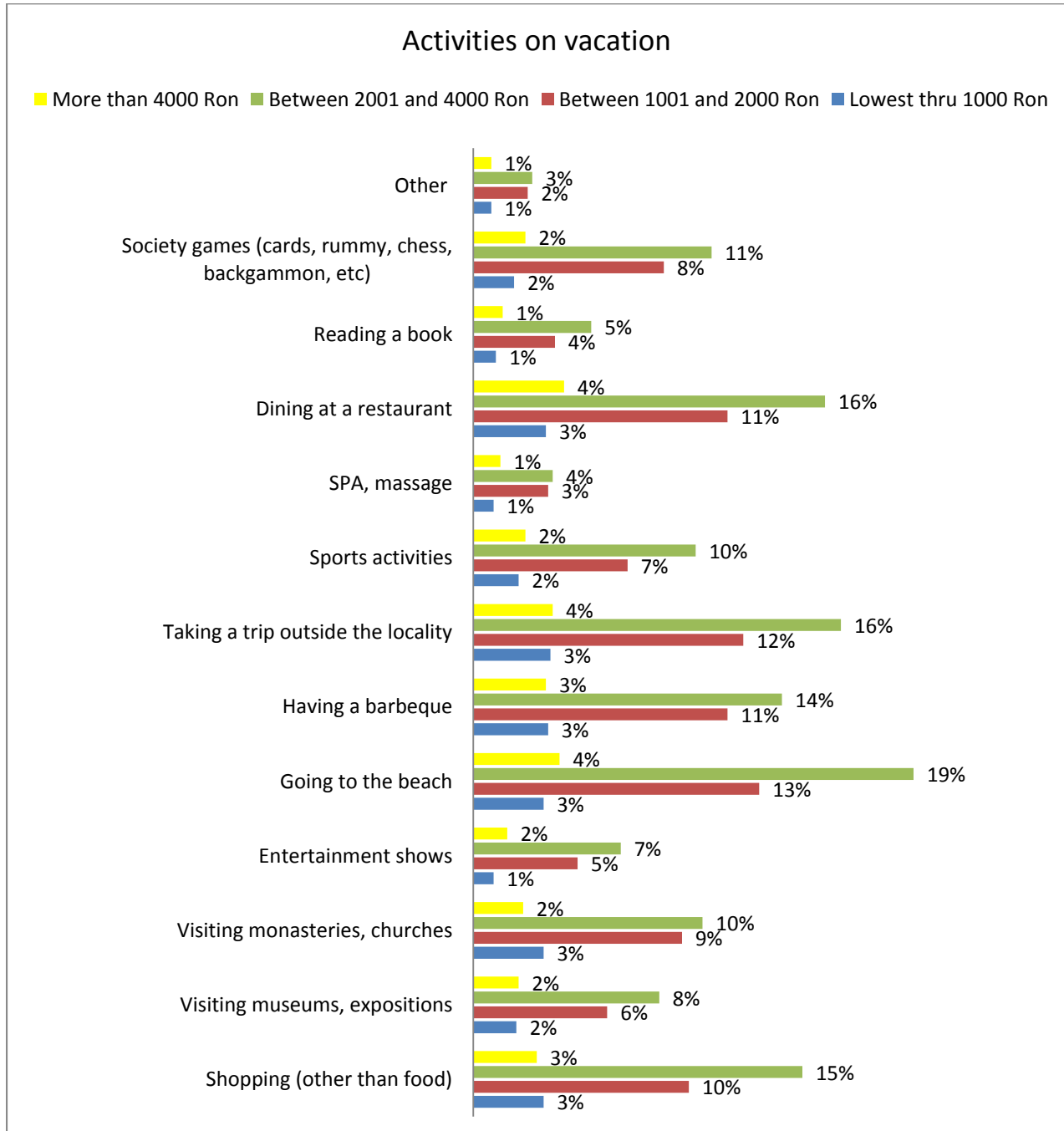


Figure 120 - The relationship between vacation activities and income level

Source: Own elaboration

*values under 1% are not presented

The preferred activities to be taken in vacation should be subject of change regarding the income possibilities. In this case, the activities are the same, indifferently of the income level. The respondents enjoy most the beach tourism, restaurant dining or taking trips. But, subjects with less than 1000 Ron preferred visiting monasteries, or having barbeques. Shopping and ecumenical tourism (visiting monasteries) are also on the preferences list (see Figure 120).

[Residential area]

The residential area represents also an interesting characteristic to be analysed. Respondents living in different areas of Romania may share same travel preferences or may be influenced by the cultural region of their residency. The relationship between the residential area and travel experiences showed correlation between variables.

Respondents living in the capital of Romania or surroundings (Bucharest and Ilfov area) are residing in a cultural environment and may enjoy for vacation a different type of tourism, based on reasons like natural landscape or going to beach.

Subjects from the centre, north, west and north-west of the country are living in a mountain side area. These regions are also well-known for the intercultural tourism. In such areas are living different nationalities sharing their unique culture and traditions. This population may prefer for holidays mostly in the same areas or abroad, in the west of Europe.

Respondents from the south, and south-west, also from the east and north-east are residing in winery areas mostly. They should prefer the seaside tourism or rural tourism.

The south-east region, also most preferred for holidays, is represented mainly by the seaside tourism. The respondents living there may prefer taking vacations on the same area or even in cultural regions.

Considering the above mentions, the next analyse will reveal the travel experiences of the respondents residing in different areas of Romania.

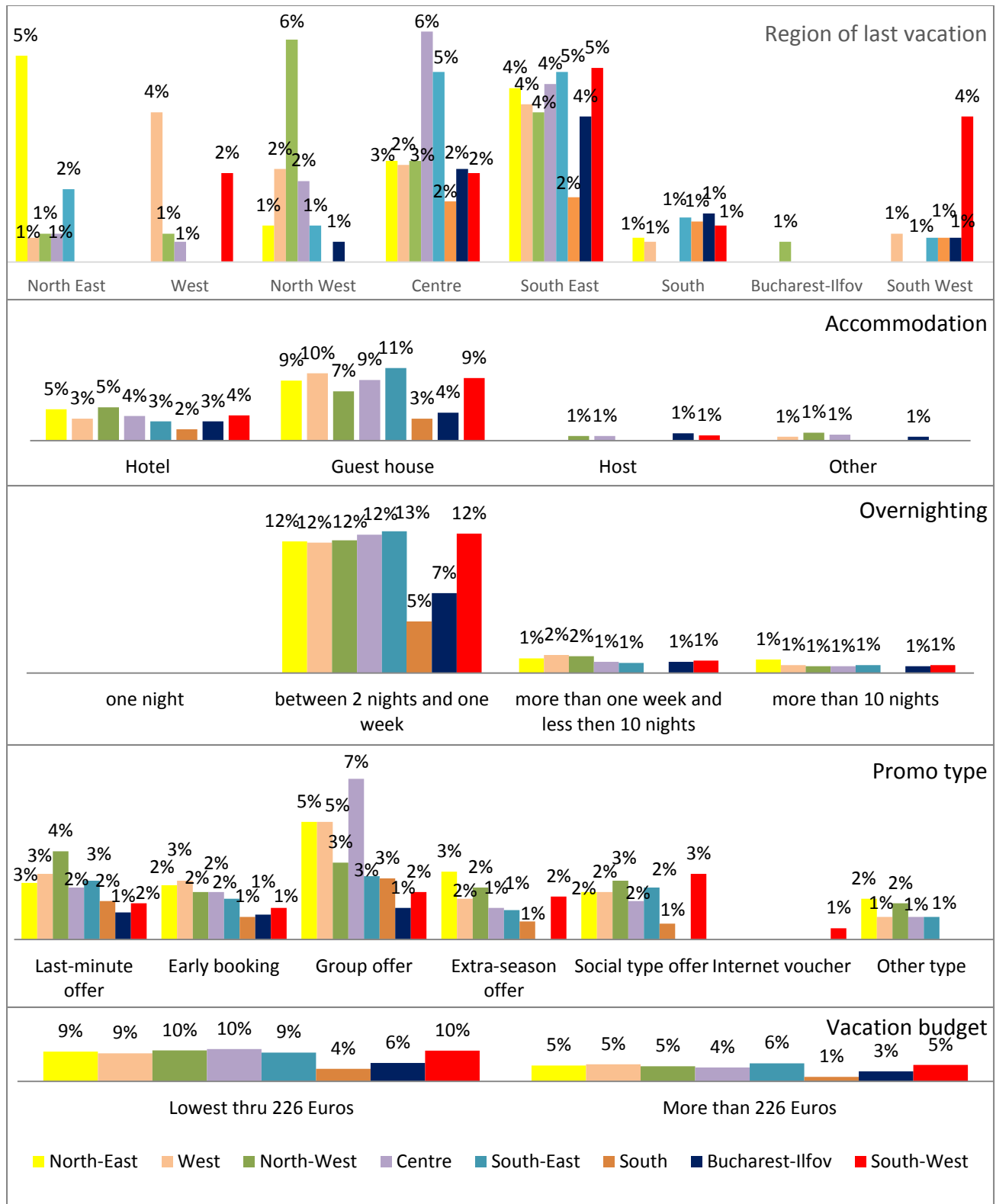


Figure 121 - The relationship between the residential area and the travel experiences

Source: Own elaboration *values under 1% are not presented

Considering the accommodation experiences, all of the respondents declared that have stayed at guest house units for a period of time between 2 nights and one week. Also, the vacation budget was lowest thru 226 Euros, the same for all the subjects.

Regarding the region of last vacation, the subjects living in the north-east of Romania prefers having their holidays mainly in the centre and north-west of the country. At short distance, the north-east area was also a selected region for vacation. The westerns enjoy spending their vacations in the same area as the residency but also in the seaside area (south-east). Respondents from the north-west and centre spent their holidays in their own living area (maybe different counties). The south-east and south living subjects selected the centre of Romania for vacation purposes but also the south-east area. The seaside area (south-east) was also preferred by respondents from Bucharest or from south-west of Romania.

Concluding, people living in different area preferred mostly the south-east and centre of Romania for spending their holidays.

Regarding the touristic promotional offers, the group offers were mainly preferred by all of the respondents, except the ones from south-west, which prefers the social type tourism, and from the north-west, that selected the last-minute offers. The subjects from south-east enjoyed two types of promotional offers, such as group and last-minute offer. The ones mentioned were among the preferences of the respondents from Bucharest, along with early booking offer (see Figure 121 - The relationship between the residential area and the travel experiences).

The price accessibility represented one of the most important reasons in deciding for a travel destination among most of the respondents. Also, the natural landscape and opportunities in leisure time spending represented the top three motivations for choosing a vacation. The price represented the most important variable for subjects from the south-west of Romania (declared also the poorest area). Regarding the least important reasons in influencing a holiday destination, only 1% of the respondents form the centre of the country affirmed that cultural events and culinary tourism (local food and drink) represents factors in decision making process. The rest of the regions registered less than 1% for this option (see Figure 122).

Regarding the informational sources in relationship with the residential area, most of the respondents declared in the favour of recommendations, except the case of subjects from Bucharest and north-east area. People living in Bucharest affirmed that search engines represented their main informational source, followed by recommendations and websites of the accommodation units (in equal percentages). Respondents from north-east region equal preferred sources like accommodation's websites, recommendations or internet search. Considering the recommendations as main source, the centre and south-east region living people, same as the western ones, declared that except the word-of-mouth trust, they also value information found on accommodation's websites or on internet search. The same characteristics were observed for the south people, but they also declared that in some cases they do not use any informational source before deciding for an accommodation unit. The last action mentioned (of not using any source) is identified also as a second option, along with the preference for the websites of accommodation units, for respondents residing in the south-west and north-west of Romania (see Figure 123).

Considering the preferred activities taken on vacation, it seems that respondents living in different regions of Romania enjoy the same type of activities, but on different levels of preference. Regarding the highest percentages registered, the activity of going to beach on holiday represented the main activity of the respondents (corroborating even with the fact that most of the subjects declared the south-east area of Romania – represented by Constanta County – as their main vacation destination). From this category, two exceptions are observed: north-east and south-east living subjects. Their main activity was taking trips outside the locality. Other preferred activities were visiting monasteries, going to beach, doing shopping, having barbeques or dining at restaurant. The rest of the residents, declared mainly same preferences, for their top 3 most preferred activities on vacation. Other observed activities, and not mentioned, were playing society games (west and north-west subjects), doing sports (centre people) and visiting museums (south-east respondents) – see Figure 124.

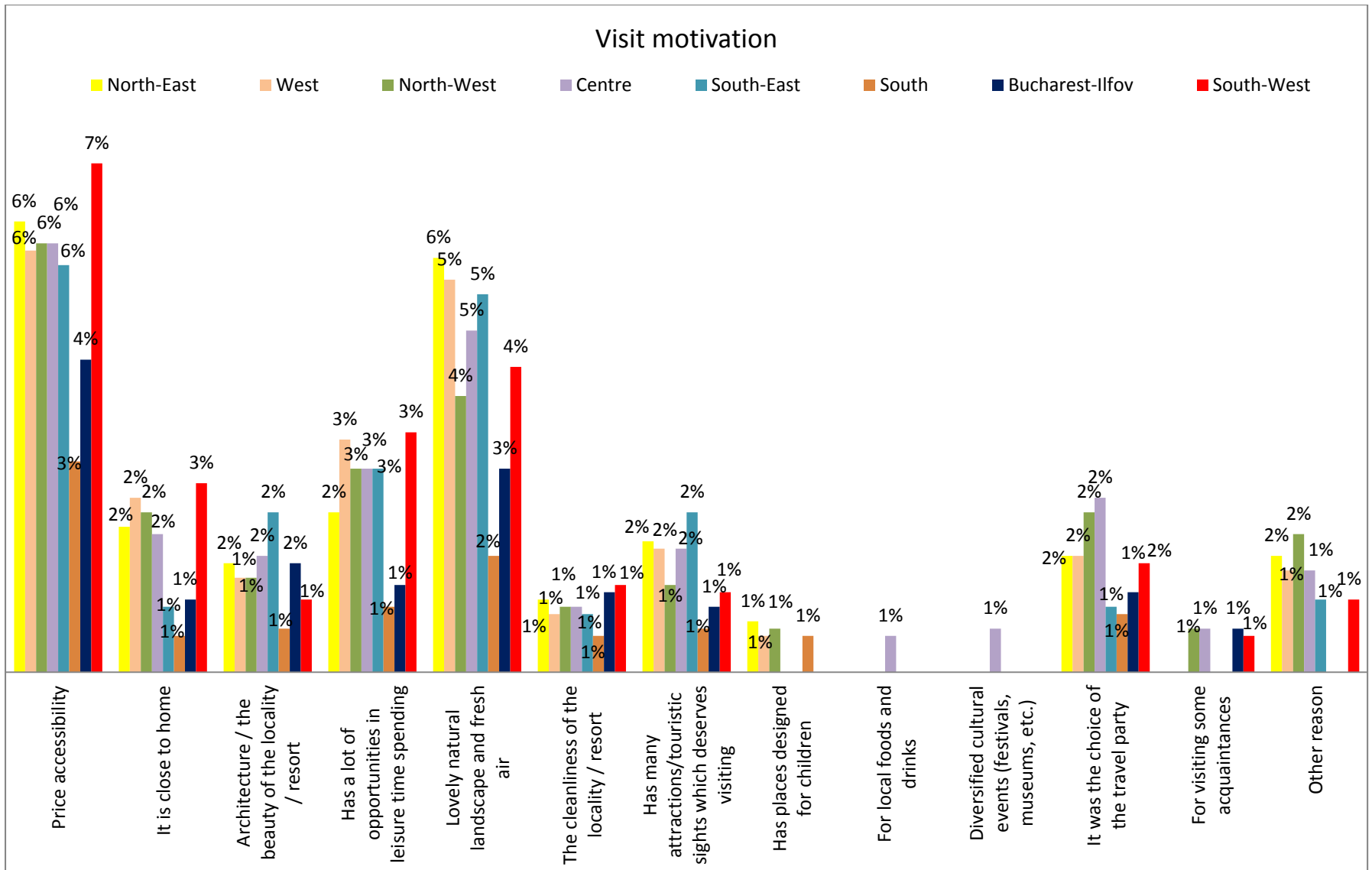


Figure 122 - The relationship between the motivation visits and residential area

Source: Own elaboration *values under 1% are not presented

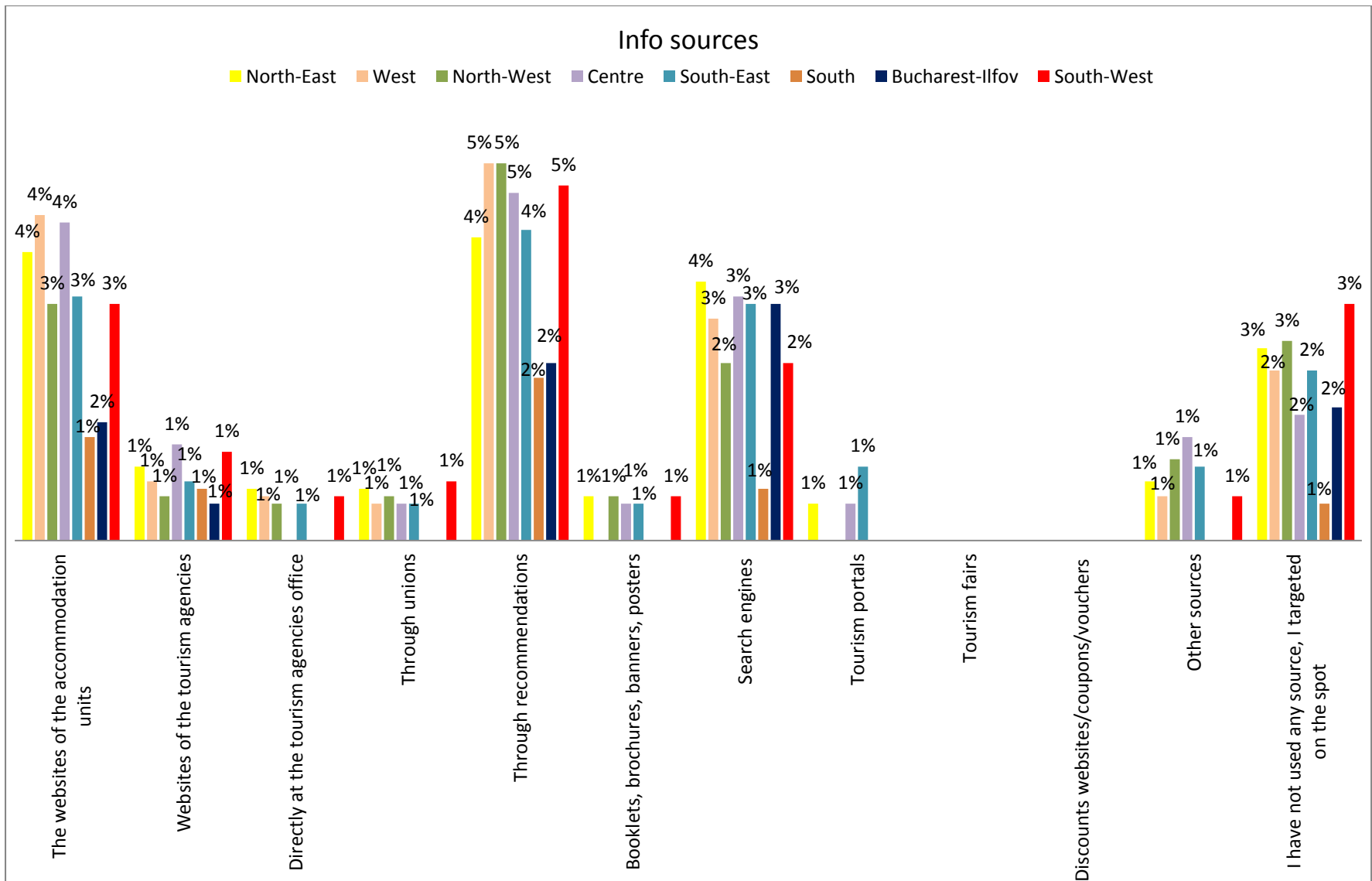


Figure 123 - The relationship between the information sources and residential area

Source: Own elaboration *values under 1% are not presented

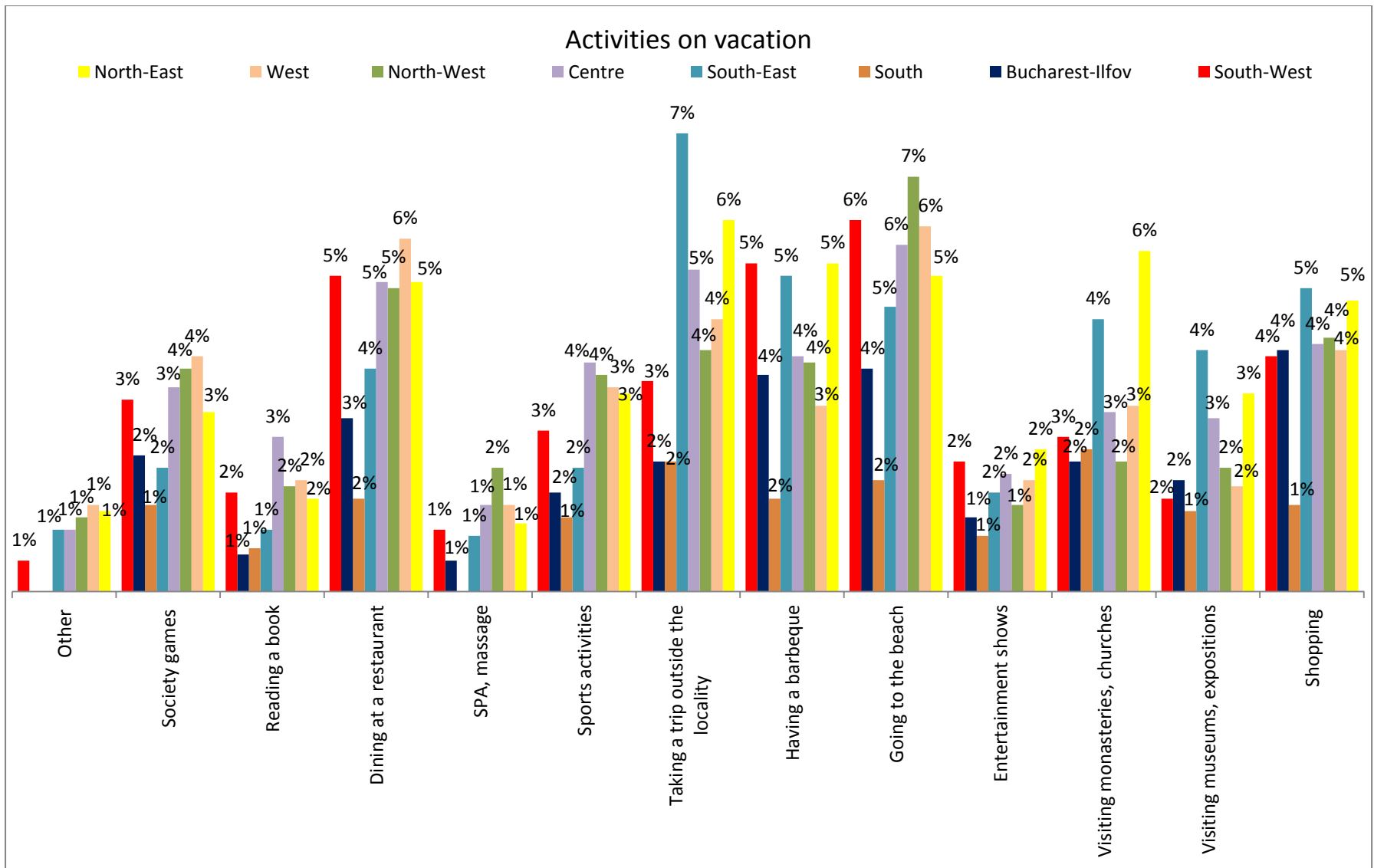


Figure 124 - The relationship between vacation activities and residential area

Source: Own elaboration *values under 1% are not presented

[Summary]

The above analysis presented importance in defining the profile of the Romanian tourist into domestic travels. Developing the profile will determine the construction of personalised travel offers, on a more realistic scale.

In the Table 34 it can be observed (**bolded**) the general socio-economic profile of the respondents, and highlighted in **blue**, the main differences between the travel preferences in relationship with the socio-demographic profile.

Table 34

The differences between the socio characteristics considering the travel preferences

<i>Socio/ Travel</i>		<i>Region of last vacation</i>	<i>Accommodation</i>	<i>Overnight</i>	<i>Promotional offers</i>	<i>Vacation budget</i>	<i>Visit motivations</i>	<i>Informational sources</i>	<i>Activities on vacation</i>
<i>Gender</i>	Female	South-east	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Taking trips Restaurant dining
	Male	South-east	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Taking trips Restaurant dining + Having barbeques
<i>Age</i>	Lowest thru 21 years old	South-east	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape Choice of travel party	Recommendations Accommodation's websites Search engines	Going to beach Restaurant dining + Having barbeques Shopping
	Between 22 and 40 years old	South-east	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Restaurant dining Taking trips

	Between 41 and 50 years old	South-east Centre	Guest house	Between 2 nights and one week	Group offers Last minute	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending Close to home	Recommendations Accommodation's websites Search engines No source	Taking trips Going to beach Restaurant dining
	Between 51 and 65 years old	Centre	Guest house	Between 2 nights and one week	Social type	Under 226 E	Price accessibility Natural landscape Close to home Other reason	Recommendations Accommodation's websites Search engines No source	Taking trips Visiting monasteries Shopping Going to beach Restaurant dining Having barbeques
	More than 65 years old	Centre	Guest house	Between 2 nights and one week More than 10 nights	Social type	Under 226 E More than 226 E	Price accessibility Other reason	Recommendations	Taking trips Restaurant dining Shopping Visiting monasteries
Civil status	Married	South-east	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Taking trips Restaurant dining
	Unmarried	South-east	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities	Recommendations Accommodation's websites Search engines	Going to beach Having barbeques Restaurant

									for leisure time spending	dining
	Divorced	South-east Centre North-west West North-east	Guest house	Between 2 nights and one week	Group offer Last minute Early booking Extra season Social type	Under 226 E	Price accessibility Natural landscape	Recommendations Accommodation's websites Search engines No source	Going to beach Taking trips Restaurant dining	
	Widow	South-east Centre	Guest house Hotel	Between 2 nights and one week	Group offer Social type	Under 226 E More than 226 E	Price accessibility Natural landscape	Recommendations	Going to beach Taking trips Restaurant dining Visiting monasteries Shopping	
<i>Number of family members</i>	Between 1 and 2	South-east Centre	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Taking trips Restaurant dining Going to beach	
	Between and 5	3 South-east	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Restaurant dining Taking trips	
	More than 5	-	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility	Recommendations	Going to beach Having	

barbeques
 Restaurant
 dining
 Taking sports

<i>Education</i>	Primary school	-	Guest house	Between 2 nights and one week	-	-	-	-	-	-
	Secondary school	South-east Centre North-west North-east	Guest house	Between 2 nights and one week	Group offer Social type Last minute	Under 226 E	Price accessibility	Recommendations	Going to beach Shopping	
	High-school	South-east	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Having barbeques	
	Graduated studies	South-east Centre	Guest house	Between 2 nights and one week	Group offers Last minute Social type Extra season	Under 226 E	Price accessibility Natural landscape	Recommendations Accommodation's websites Search engines No source	Going to the beach Having a barbeque Taking trips	
	Faculty	South-east	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Taking trips Restaurant dining	
	Post graduate studies	South-east	Guest house	Between 2 nights and one week	Group offers	Under 226 E	Price accessibility Natural landscape	Accommodation's websites Recommendations Search engines	Taking trips Going to beach Restaurant	

							Opportunities for leisure time spending Choice of travel group		dining Shopping
	PhD	-	Guest house	Between 2 nights and one week	Last minute	-	-	-	-
Occupation	House wife/man	South-east Centre	Guest house	Between 2 nights and one week	Last minute Group offer Extra season	Under 226 E	Price accessibility Natural landscape	Recommendations Accommodation's websites No source	All except Shows, SPA, Books
	Retired	All except Bucharest	Guest house	Between 2 nights and one week	Social type	Under 226 E	Price accessibility Natural landscape Other	Recommendations	Restaurant dining Taking trips Visiting monasteries Shopping
	Pupil/ student	South-east	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Having barbeque Restaurant dining Shopping
	Unemployed/ no occupation	South-east	Guest house Hotel	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending Close to home	Recommendations Accommodation's websites	Going to beach Having barbeque Restaurant dining Shopping Society games
	Occupation without leadership position	South-east	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape	Recommendations Accommodation's websites No source	Going to beach Having barbeque

							Opportunities for leisure time spending		Restaurant dining
	Occupation with leadership needed	South-east	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Taking trips Going to beach Restaurant dining
	Other occupation	South-east	Guest house	Between 2 nights and one week	All except Internet vouchers	Under 226 E	Price accessibility Natural landscape	Recommendations	All except SPA
<i>Income</i>	Lowest thru 1000 R (237 E)	North West Centre South East	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape	Recommendations Accommodation's websites Search engines No source	Taking trips Going to beach Restaurant dining
	Between 1001 and 2000 R (238 and 475 E)	South East	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines No source	Taking trips Going to beach Restaurant dining Having barbeques
	Between 2001 and 4000 R (238 and 952 E)	South East	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Taking trips Going to beach Restaurant dining
	More than 4000 R (952 E)	South East Centre	Guest house	Between 2 nights and	Group offer	Under 226 E	Price accessibility	Recommendations Accommodation's	Taking trips Going to

				one week		More than 226 E	Natural landscape Opportunities for leisure time spending Architecture	websites Search engines	beach Restaurant dining
<i>Residential area</i>	North-East	North-East	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape	Recommendations Accommodation's websites Search engines	Taking trips Visiting monasteries
	West	South East West	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Restaurant dining
	North-West	North-West	Guest house	Between 2 nights and one week	Last minute	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites No source	Going to beach Restaurant dining
	Centre	Centre	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending	Recommendations Accommodation's websites Search engines	Going to beach Restaurant dining Taking trips
	South-East	South East Centre	Guest house	Between 2 nights and one week	Group offer Last minute	Under 226 E	Price accessibility Natural	Recommendations Accommodation's websites	Taking trips Going to beach

							landscape Opportunities for leisure time spending	Search engines	Having barbeques Shopping
South	South East Centre	Guest house	Between 2 nights and one week	Group offer	Under 226 E	Price accessibility Natural landscape	Recommendations	Going to beach Restaurant dining Taking trips	
Bucharest-Ilfov	South East	Guest house	Between 2 nights and one week	Group offer Last minute Early booking	Under 226 E	Price accessibility Natural landscape Architecture	Recommendations Accommodation's websites Search engines	Going to beach Having barbeques Shopping	
South-West	South East	Guest house	Between 2 nights and one week	Social type	Under 226 E	Price accessibility Natural landscape Opportunities for leisure time spending Close to home	Recommendations Accommodation's websites No source	Going to beach Having barbeques Restaurant dining	

Source: Own elaboration

Considering a general profile regarding the travel experiences, the Romanian tourist is usually a female, between 22 and 40 years old, married, from a family between 3 and 5 members, having faculty studies and occupation with leadership needed, with a monthly income level between 2001 and 4000 Ron (238 and 952 Euros). She likes to travel in the sea-side area (south-east of Romania), for a period of time between 2 nights and one week, staying at guest house units. This tourist mostly enjoys the travel group offers and has a vacation budget of no more than 226 Euros. The decision making regarding the destination is influenced by motivations such as price accessibility, the landscape and by the opportunities in leisure time spending. Before deciding for an accommodation she uses information from word-of-mouth (recommendations) mostly, but also from the websites of accommodation units and even information from internet search. Regarding the preferred activities taken on vacation, the respondents declared that going to beach, taking trips or dining at restaurant represent the main three activities on holiday.

The next analyse will reveal the difference between the inlands and abroad behaviour of Romanian tourist.

Table 35
Results by questions regarding the travel experiences in Romania

Question	Answer	Frequency (%)
In what locality is this accommodation unit?	CONSTANTA	28.1
	BRASOV	11.2
	BIHOR	5.8
	SUCEAVA	5.2
	PRAHOVA	4.8
In what county is this accommodation unit?	South East (VN, GL, BR, TL, BZ, CT)	31.0
	Centre (AB, SB, MS, HG, CV, BV)	23.9
	North West (BH, BN, CJ, MM, SM, SJ)	12.6
	North East (IS, BT, NT, SV, BC, VS)	9.9
	West (AR, CS, HD, TM)	8.3
	South West Oltenia (MH, GJ, VL, OT, DJ)	6.9
	South Muntenia (PH, DB, AG, IL, CL, GR, TR)	6.1
	Bucharest-Ilfov (B, IF)	1.4
How many times have you been in this accommodation unit in the last 3 years?	one time	65.4
	between 2 and 3 times	26.4
	more than 3 times	8.2
How many times have you been in this locality in the last 3 years?	one time	43.7
	between 2 and 3 times	38.6
	more than 3 times	17.6
Why have you choose this locality / resort? (Maximum 2 answers, considerate as being the most important)	Price accessibility	25.3
	Lovely natural landscape and fresh air	19.5
	Has a lot of opportunities in leisure time spending	11.2
	It is close to home	7.9
	It was the choice of the travel party	7.1
	Has many attractions/touristic sights which deserves visiting	6.5
	Architecture / the beauty of the locality / resort	6.5
	Other reason	5.2
	The cleanliness of the locality / resort	4.2
	For visiting some acquaintances	2.1
	Has places designed for children	1.9
	Diversified cultural events (festivals, museums, etc.)	1.3
	For local foods and drinks	1.3
What was the type of the accommodation unit?	Guest house	63.1
	Hotel	27.8
	Host	4.7
	Other	4.4
How many nights in a row (compact) have you	One night	1.6

been booked at that accommodation unit?		
	Between 2 nights and 1 week	84.2
	More than 1 week and 10 less than nights	8.8
	More than 10 nights	5.4
Who choose this locality/ resort?	Me and my partner	43.6
	The friends	19.7
	Me, on my own	18.2
	Others	9.3
	My partner	4.6
	The parents	2.5
	The children	2.1
How many persons had your travel party group?	Single person	3.2
	Two persons	24.4
	Three persons	12.9
	Between 4 and 6 persons	35.1
	Between 7 and 10 persons	13.5
	More than 10 persons	10.9
How many hours it took the displacement from home to the accommodation unit?	between 0.15 and 3 hours	31
	between 3 and 5 hours	24.7
	between 5 and 10 hours	32.6
	more than 10 hours	11.8
What means of transportation did you used to get to the destination? (<i>Multiple response possible</i>)	By car	79.3
	By train	13.2
	By coach	6
	By boat	0.4
	By air	0.4
	Other type	0.6
What information sources did you used when you choose the accommodation unit? (<i>Multiple response possible</i>)	Through recommendations	26.2
	The websites of the accommodation units	20.2
	Search engines (Google, MSN, Bing, Yahoo etc)	17.4
	I have not used any source, I targeted on the spot.	13.7
	Websites of the tourism agencies	5.6
	Other sources	4.8
	Through unions	3.2
	Booklets, brochures, banners, posters	2.9
	Directly at the tourism agencies office	2.8
	Tourism portals	2.4
	Discounts websites/coupons/vouchers (Funddeal, Zumzi, Groupon)	0.5
	Tourism fairs	0.4
Who organized the journey?	Me on my own	84.5
	Through an agency	5.6
	Other	10
Have you been the beneficiary of a promotional offer for the accommodation?	Yes	23.2
	No	76.8

If yes, what type of the promotional offer was it?	Group offer	30
	Last-minute offer	19
	Social type offer (union, governmental campaign, treatment)	15
	Early booking	15
	Extra-season offer	13
	Other type of offer – which one?	7
Did you make the reservation for the room?	Internet voucher (Funddeal, Zumzi, Groupon etc)	2
	Yes	49.5
How many weeks ahead did you made your room reservation?	No	50.5
	Between 1 day and 1 week	17.4
	Between 2 and 4 weeks	23.6
	Between 5 and 8 weeks	6.2
How did you booked your room?	More than 8 weeks	2.5
	By phoning at the guest house / hotel	74.4
	Directly to the guest house / hotel	6.1
	Directly at the tourism agency	5.3
	Through e-mail to the guest house / hotel	4.5
	Other, how?	3.3
	By phone / e-mail at the tourism agency	2.7
	Online, on the website of the guest house/ hotel	2.6
Why did you choose this accommodation unit? (Maximum 2 answers – most important)	Online at the tourism agency	1.1
	For the favourable price-quality ratio	24.6
	I've been there before and I liked it	15.6
	For the attractiveness of the landscape	14.6
	For the recommendations of friends / acquaintances	12.1
	For the approaching of the sights targeted (treatment, monasteries, festivals, events, etc)	7
	It was a promotional offer	4.1
	For the variety of attractions and activities close to the accommodation	4.1
	For the quality of the services	3
	For the comfort	2.6
	It was the preference of the group I left with.	2.6
	For other reason.	2.6
	For the architecture /beauty of the building	1.9
	For the possibility of consuming traditional products	1.6
	For the cleanness	1.3
	For the courtesy, hospitality staff	1.2
For the reputation, as a consecrated accommodation unit	0.4	
For the publicity in various media	0.4	
For the recommendations of the travel agency	0.3	

What grade from 1 to 10 do you assign for the following aspects of your vacation?	The welcoming / reception	9.1
	The courtesy and professionalism of the personnel, the interaction with them	9
	The cleaning	8.9
	The comfort/ the quality of bed/ mattress	8.9
	The bathroom	8.8
	Hotel rooms and common space amenities	8.8
	Traditional food / diversity and quality of the food	8.7
	The security	8.6
	The parking	8.5
	Facilities for children (playing places, watchers etc)	7.64
	Entertainment and relaxation opportunities for adults (billiard, sports, etc)	7.6
	Complementary services (pool, SPA, excursions, ATV, etc.)	7.2
What kind of activities have you been taken in your most important staying? (<i>multiple answers possible</i>)	Going to the beach	13.3
	Taking a trip outside the locality	11.6
	Dining at a restaurant	11.4
	Having a barbeque	10.5
	Shopping (other than food)	10.4
	Visiting monasteries, churches	8.4
	Society games (cards, rummy, chess, backgammon, etc)	7.6
	Sports activities	7.1
	Visiting museums, expositions	6.2
	Entertainment shows	4.5
	Reading a book	3.8
	SPA, massage	2.9
	Other	2.3
How do you appreciate the vacation / staying spent in that locality?	Very pleasant	51.4
	Pleasant	44.8
	Neither pleasant or unpleasant	3.4
	Unpleasant	0.2
	Very unpleasant	0.2
How do you appreciate the price paid for accommodation in that staying?	Neither high or low	70.3
	High	16.9
	Low	7.4
	Very high	3.8
	Very low	1.6
What was, by approximation, the total budget per person in that staying/ vacation/ holiday (including the accommodation, transportation, food, drinks, entertainment, shopping, etc.)?	Under 226 Euros	65.5
	Over 226 Euros	34.4
Was there a service, an activity, something in	Yes	34.7

special that you liked it and remained in your memory, regarding that accommodation unit from that locality?	No	65.3
What did you enjoyed at that accommodation unit?	Unit environment	14.1
	The surroundings (the locality/resort/ the locals)	12.3
	Local food and drinks	3.4
	The rooms, the accommodation	2.8
	The organisation of the activities and internal organisation also	0.8
What did you least enjoyed at that accommodation unit?	Everything	0.7
	Unit environment	12
	The rooms, the accommodation	3.9
	The surroundings (the locality/resort/ the locals)	3.5
	The organisation of the activities and internal organisation also	2.8
Do you intent to come back again at that accommodation unit?	Local food and drinks	1.5
	Everything	0.2
	Probably yes	56.6
Will you recommend this accommodation unit to your friends or acquaintances?	Sure yes	34
	Probably no	7
	Sure no	2.4
Will you recommend this accommodation unit to your friends or acquaintances?	Yes	91.9
	No	8.1

Source: Own elaboration

4.4. The differences between the domestic and the international touristic preferences



This chapter contains the main findings of the profile of Romanian traveller through its travels inlands and also abroad. There will be examined the differences of behaviour between the tourist that travels only in Romania and the one that travels both inlands and abroad. This analysis will conclude with the results of the relationship between the type of traveller and the socio-demographic characteristics.

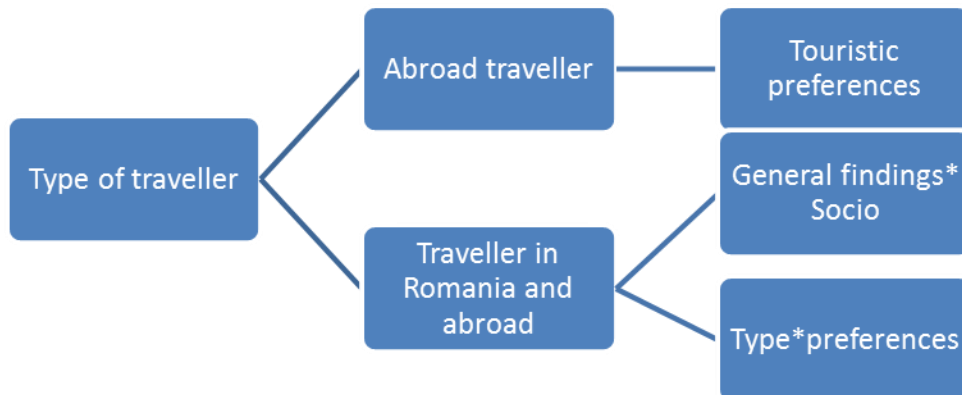


Figure 125 – Structure of chapter 4.4
Source: Own elaboration

In the end there will be revealed the differences between touristic preferences of the two main types of travellers: abroad traveller and both domestic and international tourist.

4.4.1. Abroad traveller

Into this subchapter there will be examined the preferences of the respondents regarding three different abroad destinations. Travel variables such as choice country, accommodation, overnighing, and selected level of comfort will reveal the main preferences regarding the trips taken abroad by Romanian travellers.

[Country choice]

Table 36
Top 10 abroad countries - preferences per choices

1 st choice	Percentage	2 nd choice	Percentage	3 rd choice	Percentage
ITALY	5.8	AUSTRIA	1.6	ITALY	0.8
BULGARIA	4.1	ITALY	1.5	AUSTRIA	0.7
HUNGARY	3.9	HUNGARY	1.2	HUNGARY	0.6
GREECE	3.2	GERMANY	1.1	FRANCE	0.4
SPAIN	2.6	FRANCE	0.9	GERMANY	0.3
GERMANY	2.5	BULGARIA	0.7	BULGARIA	0.3
AUSTRIA	1.9	GREECE	0.6	SPAIN	0.2
FRANCE	1.8	SPAIN	0.4	SWITZERLAND	0.1
TURKEY	1.7	HOLLAND	0.4	GREECE	0.1
GREAT BRITAIN	1.2	TURKEY	0.4	GREAT BRITAIN	0.1

Source: Own elaboration

For the first choice country there were registered 3685 (65.8%) answers from the total of 5600 subjects, corresponding to a number of 64 different countries. The table has been trunked and there were shown only top 10 foreign countries visited in the last 12 months considering the total number of nights paid. Hence, in the top of the preferences, Italy was preferred by 5.8% of the subjects, followed by Bulgaria (4.1%) and Hungary (3.9%). For the second option of the foreign countries visited, the top 10 countries was composed by: Austria (1.6%), Italy (1.5%) and Hungary (1.2%). There were given a number of 42 different countries among the answers. For this question answered a number of 4988 respondents (89.1%) from

the total of 5600. For the third option in top foreign countries visited, Italy was again in the top of the preferences (0.8%), Austria (0.7%) and Hungary (0.6%) – see Table 36.

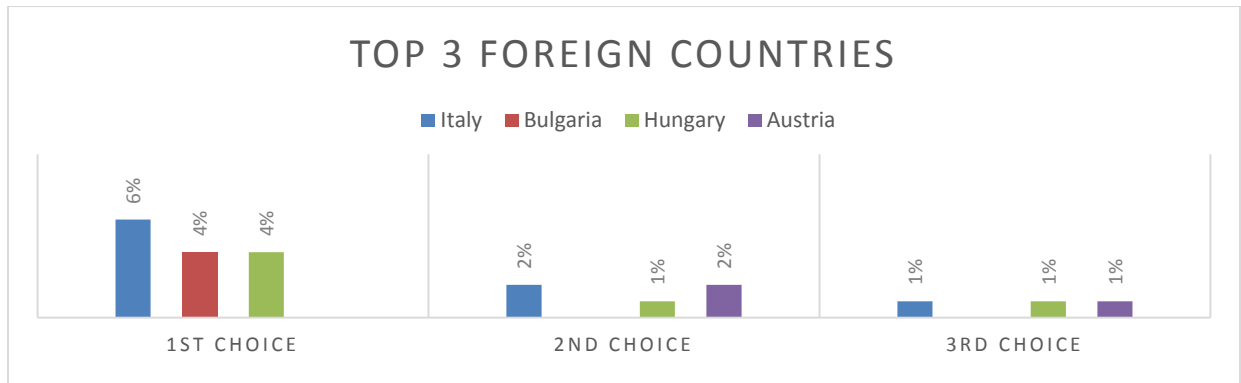


Figure 126 - Top 3 foreign countries preferred for holidays

Source: Own elaboration

Regarding the top 3 foreign countries visited in the previous 12 months it can be observed that Italy was the first preference in the first and third choice. Austria gained the first choice in preferences list as a second option. Bulgaria was the second most preferred country, but it has been left beside in the second and third options, compared to other countries. An interesting fact is that Hungary was mentioned in all three options (see Figure 126 - Top 3 foreign countries preferred for holidays).

[Accommodation]

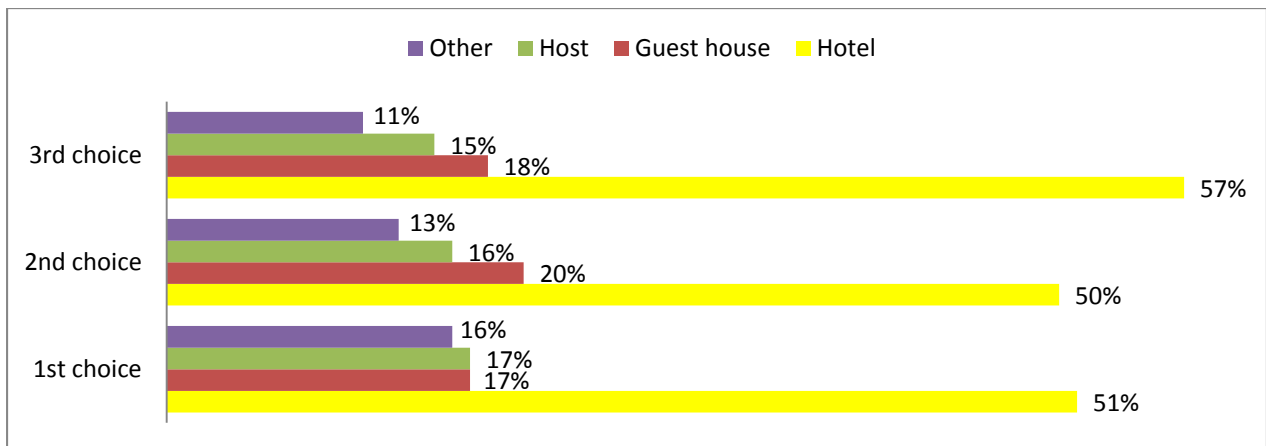


Figure 127 - Preferred type of abroad accommodation

Source: Own elaboration

In all three abroad countries visited the main type of accommodation preferred was the hotel (51%, 50%, and 57%). The other types of accommodation units registered much lower values than the hotel, with a maximum value of 20% (guest house for the second choice country). The host units were preferred as a third option, in very close percentage with the guest houses and other types of accommodations (see Figure 127).

[Overnighting]

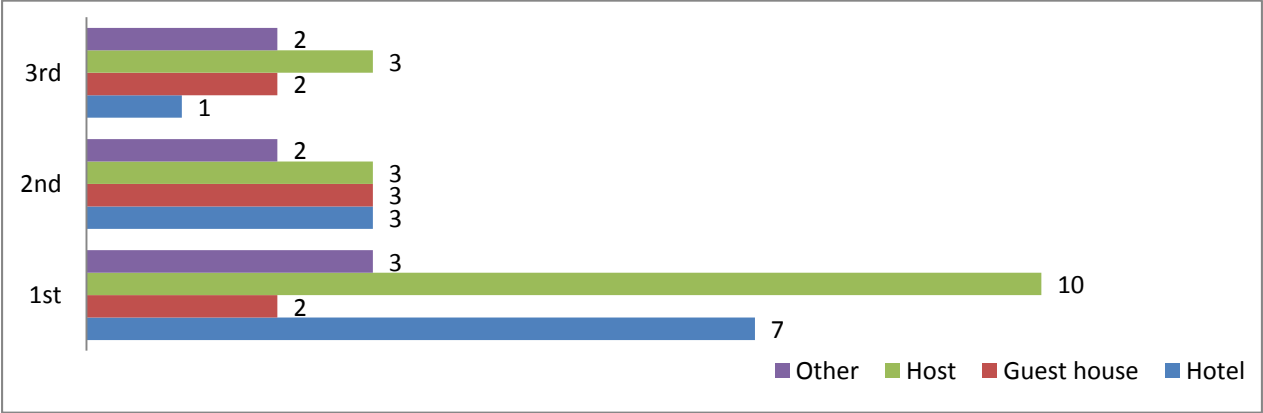


Figure 128 - Comparison between the maximum numbers of nights taken in all three regions
 Source: Own elaboration

Regarding the number of nights, in the first choice country was observed the highest number. The lowest number of nights was in the third choice country. Regarding the type of accommodation, the host (1st choice) was observed to be preferred for the highest number of nights, 10. The lowest number of nights was registered in 3rd choice, for hotels (see Figure 128).

[Level of comfort]

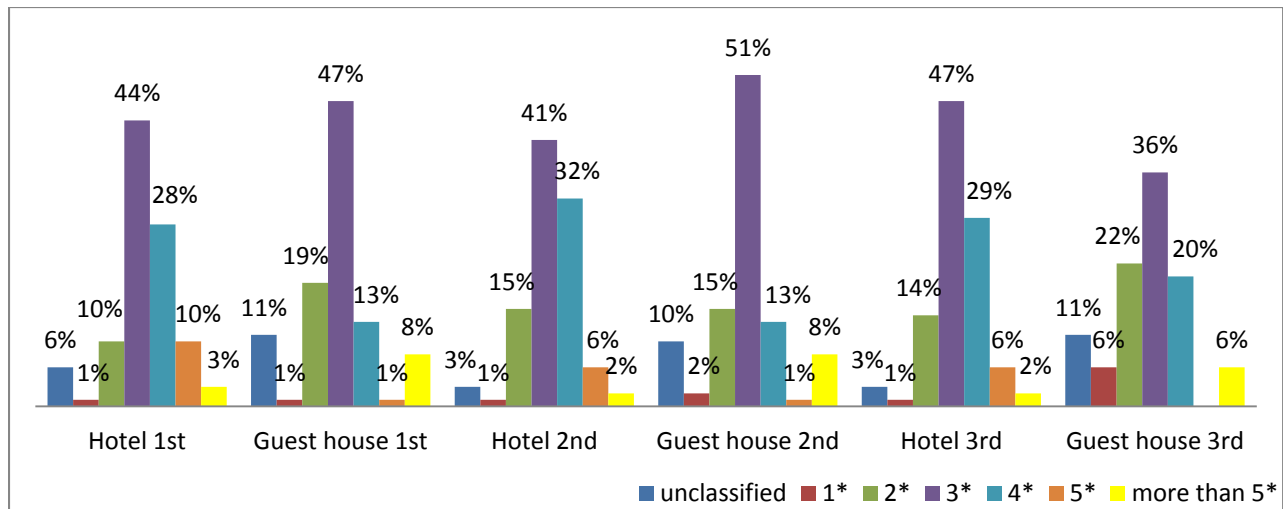


Figure 129 - Comparison between the levels of comfort at the main types of accommodation
Source: Own elaboration

Into the first choice country, for the hotel units, a percentage of 44% preferred the 3* level of accommodation. Regarding the guest house, same as for the hotel, the respondents preferred the 3* accommodations, but in a higher percentage, of 47%. Regarding the level of comfort, in the second choice region, there were preferred the 3 stars accommodations, for both hotel and guest house units. In the third choice abroad country, for both types of accommodation, hotel and guest house, there was preferred the 3 stars level of comfort.

Concluding about the preferred level of comfort within the chosen accommodation, between hotel and guest house, in all 3 foreign countries, the 3* level was preferred among the subjects, followed by 4* and then very close to 2* comfort level (see Figure 129).

[Summary]

Into this section there was analysed the main preferences of the Romanian traveller in abroad vacations. The short profile may be characterised as enjoying the destinations that are close to country of residence, like Hungary, Austria, even Italy and Bulgaria (see Figure 126 - Top 3 foreign countries preferred for holidays), preferring the 3 stars hotels mainly for an overnighing between one and 7 nights.

The next part of the chapter will contain an analysis of the comparison between the main two types of the travellers: domestic traveller and both inlands and abroad tourist.

4.4.2. Comparison between the types of travellers

Further analyse is meant to give a clearer view upon the main two profiles of the tourist: the one who travelled only inlands and the one who travelled both inlands and abroad. As the research is focused on the Romanian tourist behaviour, the type of traveller will be named as who *'travelled only in Romania'* and the one who *'travelled in Romania and abroad'*.

Table 37
Type of traveller

Type	Percentage
No travel	3.9
Travelled only in Romania	61.9
Travelled only abroad	2.1
Travelled in Romania and abroad	32.1
Total	100.0

Source: Own elaboration

Regarding the classification of the travellers observed through this study, the main type of character is the tourist who travelled only in Romania (61.9%). Secondly, there is the tourist who travelled in Romania and also abroad (32.1%) – see Table 37.

[The relationship between the general findings and socio-demographic variables]

For the socio-demographic analyses of the two mentioned profiles of tourists there will be extracted only the two main types.

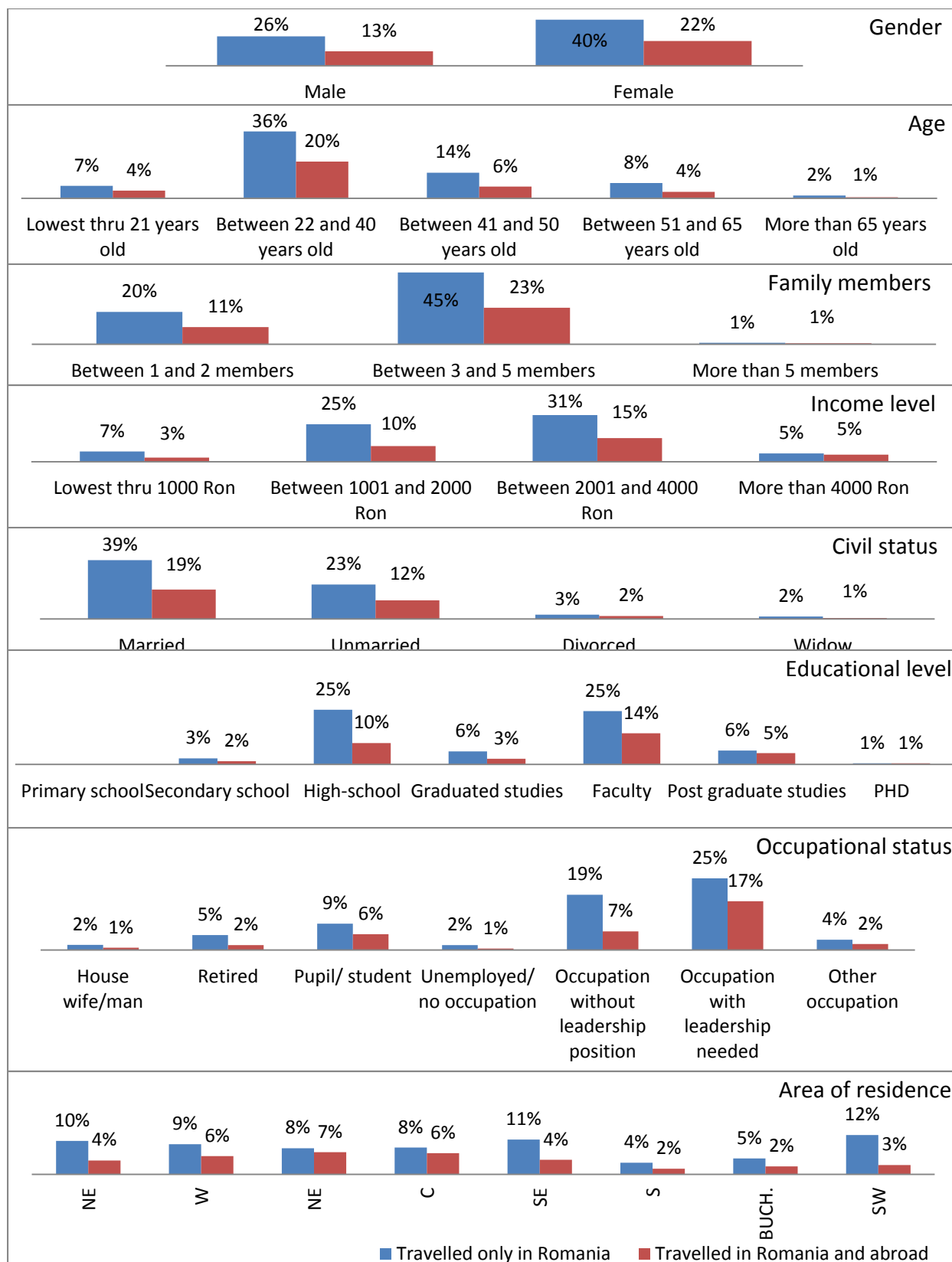


Figure 130 - The relationship between the type of traveller and the socio-demographic variables

Source: Own elaboration

Regarding the *gender*, females were the one who travelled more, both inlands and abroad. Considering the type of travel, the inlands travel was preferred better by both genders. Even though, the chi-square tests showed no correlation between the gender and type of travel (see Figure 130).

The *age* distribution shows that both types of travellers, in Romania and also abroad, are preferred mostly by tourists aged between 22 and 40 years old. Regarding the segment of ages, the majority of tourists preferred travelling inlands. In this case, the chi-square tests showed a direct linear dependence between the analysed variables.

Although the chi-square tests developed no correlation between the type of tourist and the *number of family members*, the frequency analyses highlighted the fact that both types of tourists have between 3 and 5 family members.

A direct linear correlation between the type of tourist and the *income level* it is showed through the Pearson chi-square Asymp. Sig. (2-sided) of .000 (df=3, likelihood ratio=.000). In this case, both types of traveller are included in the same income level, between 2001 and 4000 Ron (476 and 952 Euros).

Regarding the *civil status*, both tourists that travelled in Romania and inlands and abroad admitted of being married persons, by majority. This type of correlation showed dependence on chi-square tests analysis.

The *educational level* showed dependence in correlation with the type of traveller. The tourists who travelled only in Romania have mostly high-school studies (25%) and the one who travelled in Romania and abroad have by majority faculty studies (14%).

Considering the *occupational status*, both types of traveller have occupation with leadership needed. This type of correlation showed dependence between the variables analysed.

The *residency region* also showed dependence within the chi-square tests analyse. Hence, most of the subject from all the areas prefers to travel more inlands than in Romania and abroad. Nonetheless, the respondents who choose to travel in Romania are having their residency into the south-west of the country (12%) and the tourists who prefer going also aboard, not only in Romania, came mostly from the north-west of the country (7%).

Table 38

The relationship between the type of traveller, residential area and the region of last accommodation unit

Residential Region	Area of the accommodation unit	Type of traveller		
		<i>Travelled only in Romania</i>	<i>Travelled in Romania and abroad</i>	
North-East <i>*no corr.</i>	In what area is the accommodation unit?	North East	25.1%	10.2%
		West	1.3%	1.2%
		North West	4.4%	2.1%
		Centre	11.8%	5.3%
		South East	22.7%	8.8%
		South	3.1%	1.2%
		Bucharest-Ilfov	.8%	.3%
		South West	1.3%	.5%
		Total		70.4%
West <i>*corr.</i>	In what area is the accommodation unit?	North East	2.2%	2.2%
		West	16.8%	9.0%
		North West	9.8%	5.9%
		Centre	9.0%	7.9%
		South East	19.6%	8.3%
		South	1.8%	1.7%
		Bucharest-Ilfov	.4%	.7%
		South West	3.0%	1.8%
		Total		62.5%
North-West <i>*corr.</i>	In what area is the accommodation unit?	North East	1.9%	2.9%
		West	2.6%	2.1%
		North West	20.8%	17.9%
		Centre	7.9%	9.6%
		South East	16.5%	10.0%
		South	2.1%	.8%
		Bucharest-Ilfov	1.2%	1.8%
		South West	1.3%	.6%
		Total		54.3%
Centre <i>*no corr.</i>	In what area is the accommodation unit?	North East	2.5%	2.5%
		West	1.7%	1.7%
		North West	6.8%	7.5%
		Centre	21.6%	18.3%
		South East	19.5%	11.3%
		South	1.3%	1.4%
		Bucharest-Ilfov	.8%	.7%
		South West	1.7%	.7%
		Total		55.9%
South-East <i>*corr.</i>	In what area is the accommodation unit?	North East	10.2%	2.8%
		West	2.0%	.1%

		North West	4.3%	1.9%
		Centre	21.1%	11.3%
		South East	22.6%	10.2%
		South	5.3%	2.3%
		Bucharest-Ilfov	1.3%	.4%
		South West	3.6%	.8%
	Total		70.3%	29.7%
South <i>*corr.</i>	In what area is the accommodation unit?	North East	5.5%	1.1%
		West	2.2%	.7%
		North West	3.3%	1.1%
		Centre	16.1%	12.1%
		South East	20.9%	8.1%
		South	9.5%	8.1%
		Bucharest-Ilfov	0%	.4%
		South West	9.2%	1.8%
	Total		66.7%	33.3%
Bucharest-Ilfov <i>*no corr.</i>	In what area is the accommodation unit?	North East	2.4%	1.1%
		West	2.4%	1.9%
		North West	3.2%	2.4%
		Centre	16.2%	9.5%
		South East	25.5%	11.9%
		South	10.9%	5.6%
		Bucharest-Ilfov	.3%	
		South West	5.6%	1.3%
	Total		66.3%	33.7%
South-West <i>*corr.</i>	In what area is the accommodation unit?	North East	1.3%	.3%
		West	12.6%	3.1%
		North West	1.8%	.4%
		Centre	10.8%	4.0%
		South East	28.1%	5.5%
		South	4.0%	1.9%
		Bucharest-Ilfov	.4%	.6%
		South West	22.1%	3.1%
	Total		81.0%	19.0%

Source: Own elaboration

In order to find out the tourists' preferred destinations in relationship with their residential area considering also the type of traveller, the following examination had been conducted. The chi-square tests showed dependence between the following variables: region of residence (for only west, north-west, south-east, south and south-west), preferred region and the type of traveller (see Table 38).

Hence, subjects living in the west of the country and who had travelled only in Romania had their last accommodation in south-east of Romania (19.6%). The ones who travelled also abroad had their accommodation in the same area as their residency, the west of the country (9%). The respondents from the north-west of Romania, both inlands and also abroad travellers, choose their last accommodation same from the north-west of Romania. The south living people, who travelled only in Romania visited last the south-east of the country (20.9%) and the ones who travelled also abroad last time preferred the centre of the country (12.1%). The subjects living in the south-west of Romania, both types of travellers had their last accommodation unit in the south-east of the country. There were observed behavioural differences considering the change of preferences for the subjects who had travelled also abroad. In other words, respondents from west and south who travelled only in Romania declared as preferred destination the south-east of Romania (seaside area). The second type of tourists, who had travelled also abroad, changed the preferred vacation destinations to the west, respectively the centre of Romania. The rest of the residents did not changed their preferences for Romania destinations after abroad visits.

Regarding the type of the traveller, the south-west people travelled most in Romania (81%) and the respondents from the north-west preferred mostly the trips taken both inlands and abroad (45.7%), as shown in .

[Choice motivation]

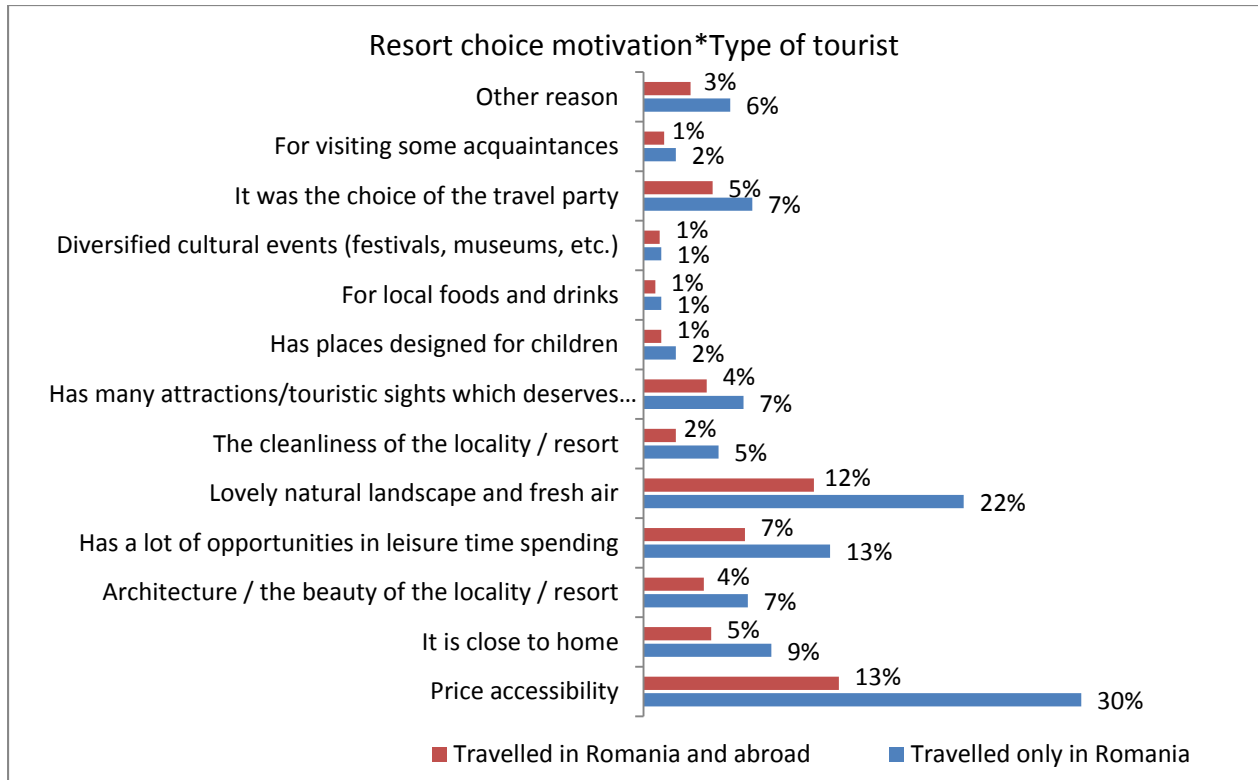


Figure 131 - The relationship between resort choice motivation and the type of traveller

Source: Own elaboration

Regarding the main motivations in choosing a destination, both types of traveller admitted that price accessibility represented their main reason in taking a decision. Second choice reason was represented also for both types by the natural landscape, followed by the opportunities in leisure time spending. The least important aspect in choosing an accommodation represented the cultural events and local foods and drinks, in close appreciation with facilities for children (see Figure 131).

[Accommodation]

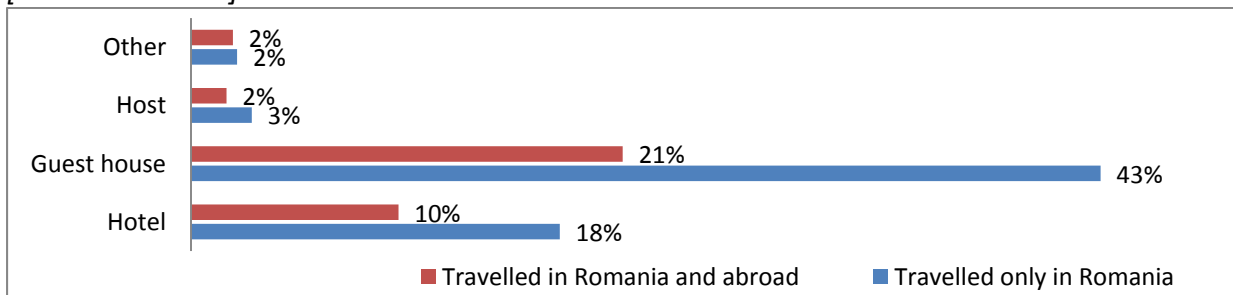


Figure 132 - The relationship between the accommodation and type of traveller

Source: Own elaboration

Both types of travellers preferred mostly the guest house units. Second preferred type of accommodation was the hotel. There were observed double differences between percentages of preference among the accommodation units. Hence, the ratio inlands and inland and abroad registered a rise in the favour of the guest houses by the respondents who had travelled also abroad (see Figure 132).

[Overnighting]

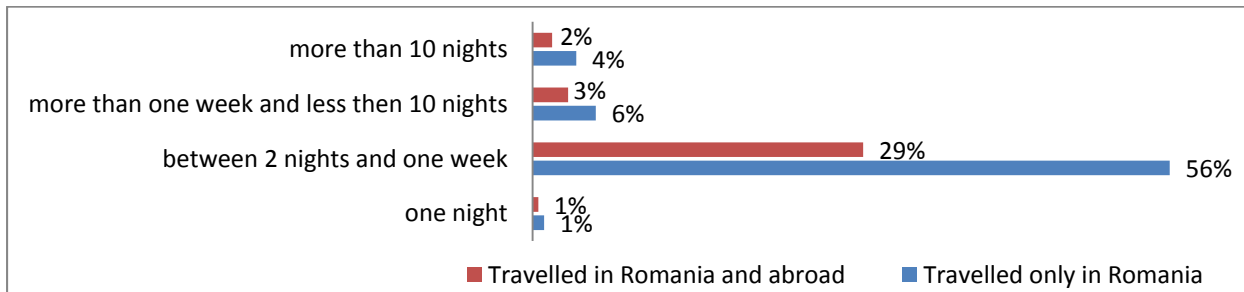


Figure 133 - The relationship between the overnighting and the type of traveller

Source: Own elaboration

The chi-square tests showed no correlation between the number of nights spent at the last accommodation and the type of traveller. Even though, the highest number of nights was observed to be taken by tourists who had travelled only in Romania, between 2 nights and one week (56%). Second type, inlands and abroad, opted for the same overnighting (Figure 133).

[Informational sources]

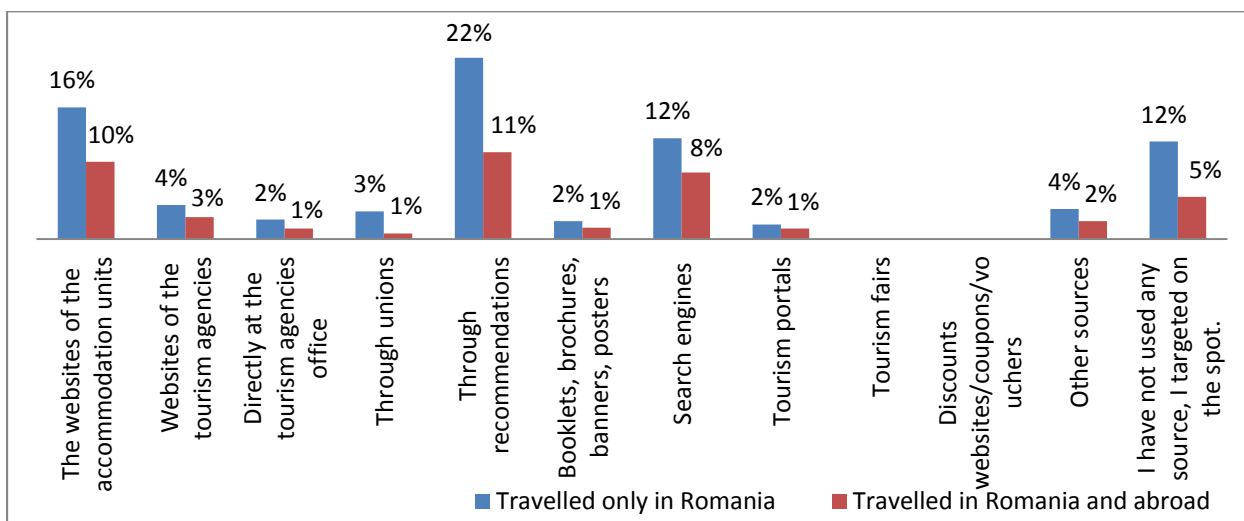


Figure 134 - The relationship between informational sources and the type of traveller

Source: Own elaboration

The tourists who had travelled only in Romania use mostly information sources from recommendations (22%), from the websites of the accommodation units (16%) and from search engines (12%). The second type of tourist, who had travelled in Romania and abroad also, uses as main informational sources the same as the first type of tourist.

The least important informational sources considered by the inlands traveller represented the tourism fairs. The tourist of Romania and abroad also considers tourism fair the least important information source on the same level with the discount sites. A considerable percentage for both types of tourists declared of not using any kind of information before deciding to book (see Figure 134).

[Preferred activities on vacation]

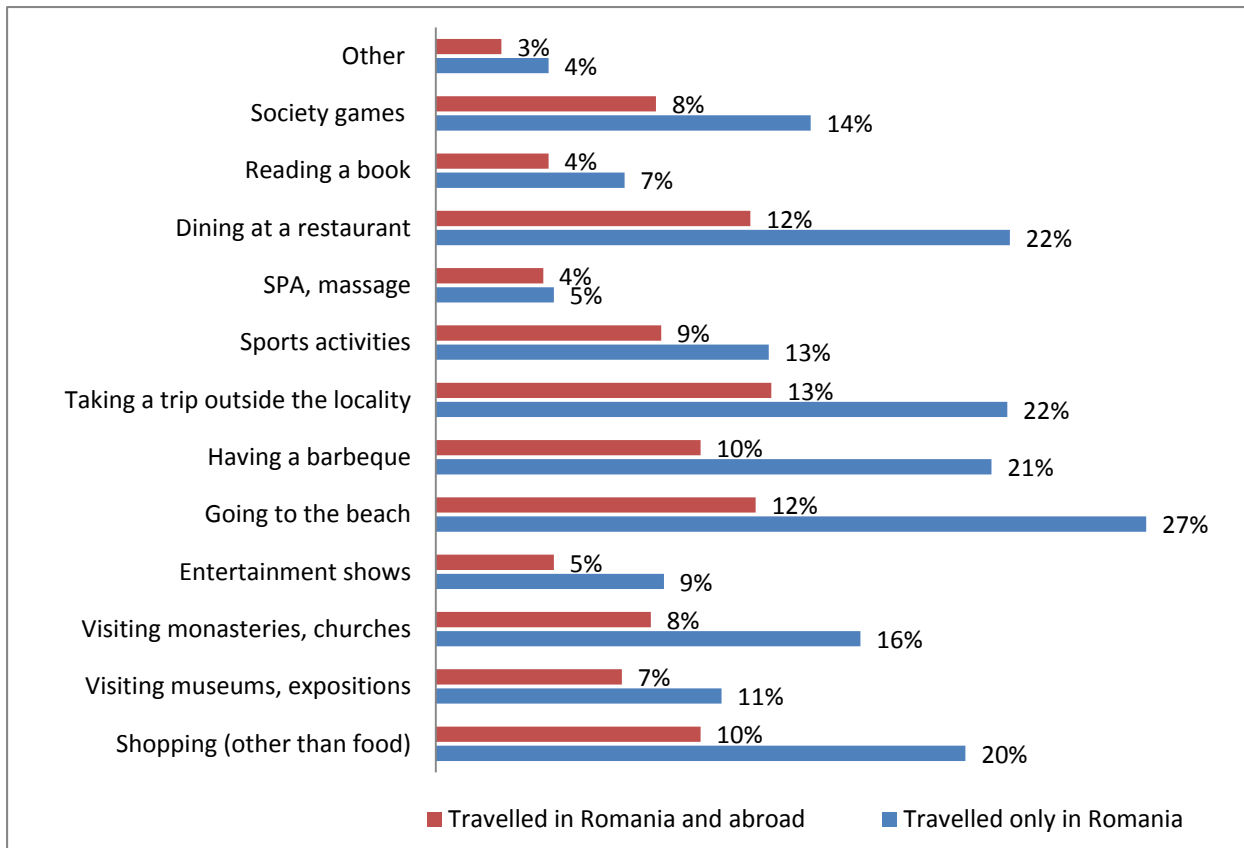


Figure 135 - The relationship between preferred activities and type of traveller

Source: Own elaboration

The favourite activities taken on vacation by a tourist who had travelled only in Romania are going to the beach, taking trips or restaurant dining. The tourist who had travelled inlands

and also abroad prefers better taking trips outside the resort and then, going to the beach or dining at a restaurant. The least enjoyed activities on vacation for both types of tourists are SPA activities or reading books (see Figure 135).

[Vacation budget]

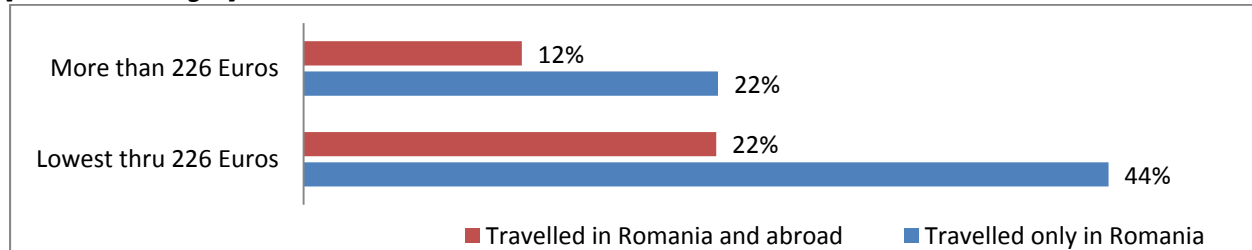


Figure 136 - The relationship between vacation budget and the type of tourist

Source: Own elaboration

The chi-square tests from the analyses between the budget and the type of traveller showed no dependence between the mentioned variables. Even though, the highest budget was registered to be allocated for inlands travel, representing an amount of less than 950 Ron (226 Euros). The type of tourist who travels in Romania and abroad has the same amount of money available for vacation less than 226 Euros (see Figure 136 - The relationship between vacation budget and the type of tourist).

[Price appreciation and income level]

Summarizing regarding the perception upon prices through monthly income, it can be observed that independent of the monthly income level, the price is being perceived for both types of travellers as being moderate, neither high or low.

Surprisingly, the correlation between the mentioned variables did not showed a direct relationship, having the p-value higher than the accepted 0.05. The closest p-value registered was 0.08, belonging to the level of income between 2001 and 4000 Ron (476 and 952 Euros).

Table 39

The relationship between the income level, price appreciation and type of traveller

Last month family income		How do you appreciate the price paid for accommodation in the last vacation?		Type of traveller	
				<i>Travelled only in Romania</i>	<i>Travelled in Romania and abroad</i>
Lowest 1000 Ron (237 E)	thru		Very high	2.7%	.7%
			High	8.4%	4.5%
			Neither high or low	53.3%	19.9%
			Low	6.7%	3.2%
			Very low	.2%	.2%
			Total	71.5%	28.5%
Between 1001 and 2000 Ron (238-475 E)		How do you appreciate the price paid for accommodation in the last vacation?	Very high	2.4%	1.4%
			High	11.7%	4.4%
			Neither high or low	51.0%	21.2%
			Low	4.8%	1.6%
			Very low	.7%	.7%
			Total	70.7%	29.3%
Between 2001 and 4000 Ron (476 – 952 E)		How do you appreciate the price paid for accommodation in the last vacation?	Very high	2.4%	1.5%
			High	11.7%	6.7%
			Neither high or low	47.3%	21.9%
			Low	4.5%	2.7%
			Very low	.6%	.6%
			Total	66.6%	33.4%
More than 4000 Ron (952 E)		How do you appreciate the price paid for accommodation in the last vacation?	Very high	3.7%	2.3%
			High	9.3%	10.2%
			Neither high or low	35.5%	27.6%
			Low	4.4%	4.2%
			Very low	.7%	2.1%
			Total	53.6%	46.4%

Source: Own elaboration

The relationship between the income level, price appreciation and type of traveller revealed the fact that the subjects who has travelled only in Romania (71.5%) falls into the category of income of no more than 237 Euros. On the other hand, the ones who had travelled both in Romania and abroad (46.4%) fit into the segment of income of more than 952 Euros.

Concluding the definition of the two types of travellers, who had travelled inlands and the one who had travelled in Romania and also abroad, Table 40 will highlight the main differences and associations between the two types.

Table 40

Differences and associations between the two types of travellers

	Travelled only in Romania	Travelled in Romania and abroad
Frequency	65.9%	34.1%
Gender	Female	Female
Age	Between 22 and 40 years old	Between 22 and 40 years old
No. family members	Between 3 and 5	Between 3 and 5
Income level	Between 476 and 952 Euros	Between 476 and 952 Euros
Civil status	Married	Married
Education	High-school	Faculty
Occupation	Leadership needed	Leadership needed
Area of residence	South-west	North-west
Resort choice	Price accessibility	Price accessibility
Accommodation type	Guest house	Guest house
No. of nights paid	Between 2 nights and one week	Between 2 nights and one week
Information sources	Recommendations	Recommendations
Accommodation choice	Price-quality ratio	Price-quality ratio
Activities	Going to beach	Taking trips
Price appreciation	Neither high or low	Neither high or low
Budget allocation	Less than 226 Euros	Less than 226 Euros

Source: Own elaboration

As it could be observed from the Table 40, there are much more similarities between the two types of tourists than differences. There exists only three such differences, regarding to educational level, area of residence and preferred activities on vacation. Hence, the tourist who enjoys traveling only in Romania, among the commune socio-demographical characteristics, has high-school studies, comes from the south-west of the country and likes going to beach especially, this being the main propose when going on vacation. On the other hand, the tourist who travels in Romania and also abroad has faculty studies, comes from the north-west of the country and enjoys more taking trips outside the resort of vacation.

This analyses presented importance in defining the main types of tourists in order to develop a much better personalized travel offer.

Table 41
Results by questions regarding the abroad trips

Questions	Answers	%	
<i>First choice</i>			
What foreign countries did you visited in the last 12 months? (<i>mention no more than 3 countries, regarding the importance, through the cumulative duration of the staying</i>)	ITALY	5.8	
	BULGARIA	4.1	
	HUNGARY	3.9	
What types of accommodation did you used at the most important 3 destinations abroad – please indicate the main accommodation unit, after the cumulative total number of nights	Hotel	50.7	
	Guest house	16.8	
	Host	16.8	
	Other (chalet, camping, small house, hostelry, tent etc.)	15.7	
	Overnighting at the mentioned accommodation units	Hotel	27.2
	Guest house	21.2	
	Host	19.6	
	Other (chalet, camping, small house, hostelry, tent etc.)	32	
	How many stars had the hotel where you were booked?	unclassified	5.8
	1*	0.1	
	2*	9.7	
	3*	43.8	
	4*	27.5	
	5*	9.7	
	more than 5*	2.8	
How many stars had the guest house where you were booked?	unclassified	10.5	
	1*	1	
	2*	19	
	3*	47.3	
	4*	13	
	5*	1	
	more than 5*	8.3	
<i>Second choice</i>			

What foreign countries did you visited in the last 12 months? (<i>mention no more than 3 countries, regarding the importance, through the cumulative duration of the staying</i>)	AUSTRIA	1.6	
	ITALY	1.5	
	HUNGARY	1.2	
What types of accommodation did you used at the most important 3 destinations abroad – please indicate the main accommodation unit, after the cumulative total number of nights	Hotel	50.4	
	Guest house	20.2	
	Host	16.1	
	Other (chalet, camping, small house, hostelry, tent etc.)	13.3	
	Overnighting at the mentioned accommodation units	Hotel	29.4
	Guest house	8	
	Host	29.4	
	Other (chalet, camping, small house, hostelry, tent etc.)	33.3	
	How many stars had the hotel where you were booked?	unclassified	2.9
	1*	0.9	
	2*	14.9	
	3*	40.7	
	4*	32.4	
	5*	6	
	more than 5*	0.1	
	How many stars had the guest house where you were booked?	unclassified	9.6
	1*	2.4	
	2*	15.2	
	3*	51.2	
	4*	12.8	
	5*	0.8	
	more than 5*	8	
<i>Third choice</i>			
What foreign countries did you visited in the last 12 months? (<i>mention no more than 3 countries, regarding the importance, through the cumulative duration of the staying</i>)	ITALY	.8	
	AUSTRIA	.7	
	HUNGARY	.6	
What types of accommodation did you used at the most important 3 destinations abroad – please indicate the main accommodation unit, after the cumulative total number of nights	Hotel	56.9	

	Guest house	17.9
	Host	14.6
	Other (chalet, camping, small house, hostelry, tent etc.)	10.6
Overnighting at the mentioned accommodation units	Hotel	18.5
	Guest house	9.6
	Host	20.6
	Other (chalet, camping, small house, hostelry, tent etc.)	51.3
How many stars had the hotel where you were booked?	unclassified	2.9
	1*	0.6
	2*	13.5
	3*	46.5
	4*	28.8
	5*	5.9
	more than 5*	1.8
How many stars had the guest house where you were booked?	unclassified	10.9
	1*	5.5
	2*	21.8
	3*	36.4
	4*	20
	5*	0
	more than 5*	5.5
Type of traveller	no travel	3.9
	travelled only in Romania	61.9
	travelled only abroad	2.1
	travelled in Romania and abroad	32.1

Source: Own elaboration

CHAPTER 5

CONCLUSIONS

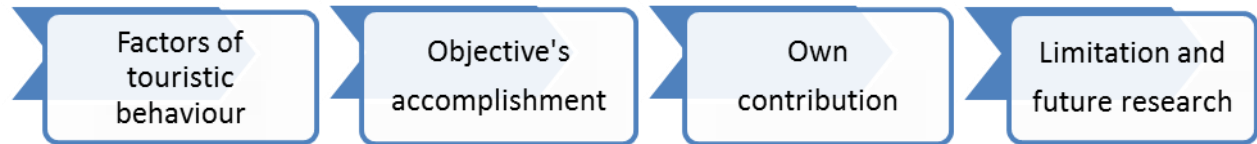


Figure 137 - Structure of chapter 5

Source: Own elaboration

This chapter is structured in four main sections: it starts with the factors of touristic behaviour, continuous with the objectives accomplished, followed up by presenting the own contribution and ends with limitations and future research. The first section contains a discussion regarding findings of the factors of touristic behaviour, linking the theoretical part with the observations remarked in the context of the analysis. By the end of this section, there will be developed a model of touristic behaviour based on the results obtained. The second section will highlight the objectives proposed by the beginning of the thesis and the modality in which mentioned objectives were accomplished. The third and fourth section presents the own contributions on the academic literature, and tourism business environment, revealing also the limitations of the study and possible future research.

“Travel far enough to meet yourself”

Skinner (1966:225), whose work is referred to in this thesis, has remarkably surprised the importance of socio-demographic factors in behavioural science. *"To say that behaviours have different 'meanings' is only another way of saying that they are controlled by different variables."* Predictably, the concept must be validated. As it has been demonstrated by this research, to construct a pattern of behaviour one must define each factor that constructs this behaviour.

Plato suggested that *human behaviour flows from three main sources: desire, emotion and knowledge*. In determining the human behaviour in this thesis, it had been studied, at least the variables noted by Plato. The desire was represented by the need for travel (Gunn, 1988, and Mathieson and Wall, 1982) although it was not represented into the questionnaire but considered important in an unconscious level, the emotion was analysed by satisfaction level and repetition (Diechter, 1960, Moutinho, 1987, and Dawkins, 1989), and knowledge was reconceptualised through information sources used, decision maker and organiser (Mathieson and Wall, 1982, Fakeye and Crompton, 1991, and Moutinho, 1987).

By contrast, Emily Dickinson noted that *"Behaviour is what a man does, not what he thinks, feels, or believes."* The actions of the subjects were analysed through several answers regarding the frequency of repeated departures and preferred activities (Mathieson and Wall, 1982, Fakeye and Crompton, 1991, and Moutinho, 1987).

5.1. Factors of Touristic Behaviour

Collecting the information regarding the behaviour of the consumer, adding the main variables that generally influence touristic (intercultural) behaviour and, analysing the results, it may know be gathered, in own approach, the factors of touristic behaviour.

No doubt that the behaviour of a tourist is a response to the received offer (see Denegri, 2010, cause-effect strategy), or, in other words, a stimulus-response strategy (Watson and Skinner, 1924 and later 1991).

Only the variables identified as being significant within the research provided in this doctoral thesis will be specified and developed further. The factors of touristic behaviour will be

represented in a conceptual model, meant to complete the already existing ones in the academic literature.

The proposed model is based on the model of Mathieson and Wall (1982) and developed further through other *models*. The new model is composed by several variables identified in the context of the analysis and verified through the literature review. To be noted that the model is the first time applicable and verified only for the Romanian population. In a future research, it may be developed and tested on other nationalities also.

Hence, the new model of behaviour is composed of three main parts that merge through variables of travel behaviour identified by the *key-questions* in the research: the past, the present, and the future.

The first part, the *past*, uncovers the specific travel factors. The past is constructed by factors identified as being significant in this research thesis: perception, motivation, preference. The mentioned factors are situated in the past because they represent past attitudes accumulated in time and by experience. The preference represents the common variable that may produce effects also at present and in the future.

The second part represents the *present* situation and is composed by socio-demographic variables, on one hand, and on the other hand by the decision making process (and indirectly by the choice process). Hence, the socio-demographic variables are represented by the current situation in which resides the subject (present tense). The decision making is also represented by the present tense. The process takes place in the moment of determination. Also, a part of the choice mechanism is situated in the present time, because it has an impact on the decision making process, being also an important part of it. The other side of the choice procedure is situated in the future, representing a process that will have a bearing on future perceptions.

The third part is the *future* and is built, as mentioned above, partly by the choice mechanism, by evaluation and satisfaction, and finally by the learning process. The evaluation and satisfaction level is important for future decisions and also for the '*modification of image after experience*' (Gunn, 1988). The learning process represents the last level of the model. It

presents importance because of its relevance in remembering, as a symbolic method of promotion of a travel service (or destination), for returning and recommendation.

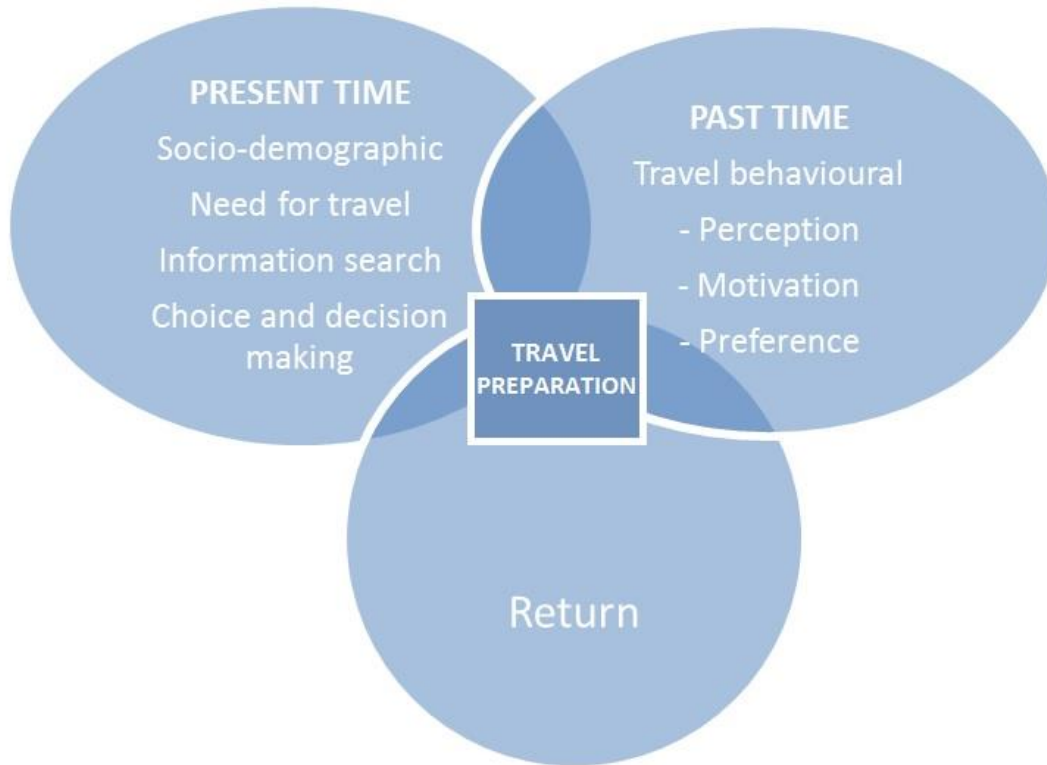


Figure 138 - Intersection of travel buying behaviour variables in time
Source: Own elaboration

Figure 138 - Intersection of travel buying behaviour variables in time represents a better interpretation of the correlation between the levels of behaviour and the variables that influence each other, and together are influencing the behaviour.

The past specific (already formed) travel behavioural variables, such as perception, motivation and preferences, represent a factor of influence on present choices and the decision making process. Further, the choice process has influence on future evaluation, satisfaction and learning. Finally, the future variables are in *correlation* with past preferences.

Subsequent, there are developed the factors of travel buying behaviour. Hence, the following were identified as the main factors: *socio-demographic* factors (gender, age, civil status, number of family members, education, occupation, income, and residency), *specific*

travel behavioural factors (perception, motivation and preference), the *choice* and decision process, evaluation and satisfaction, and last, the learning and recommendation process.

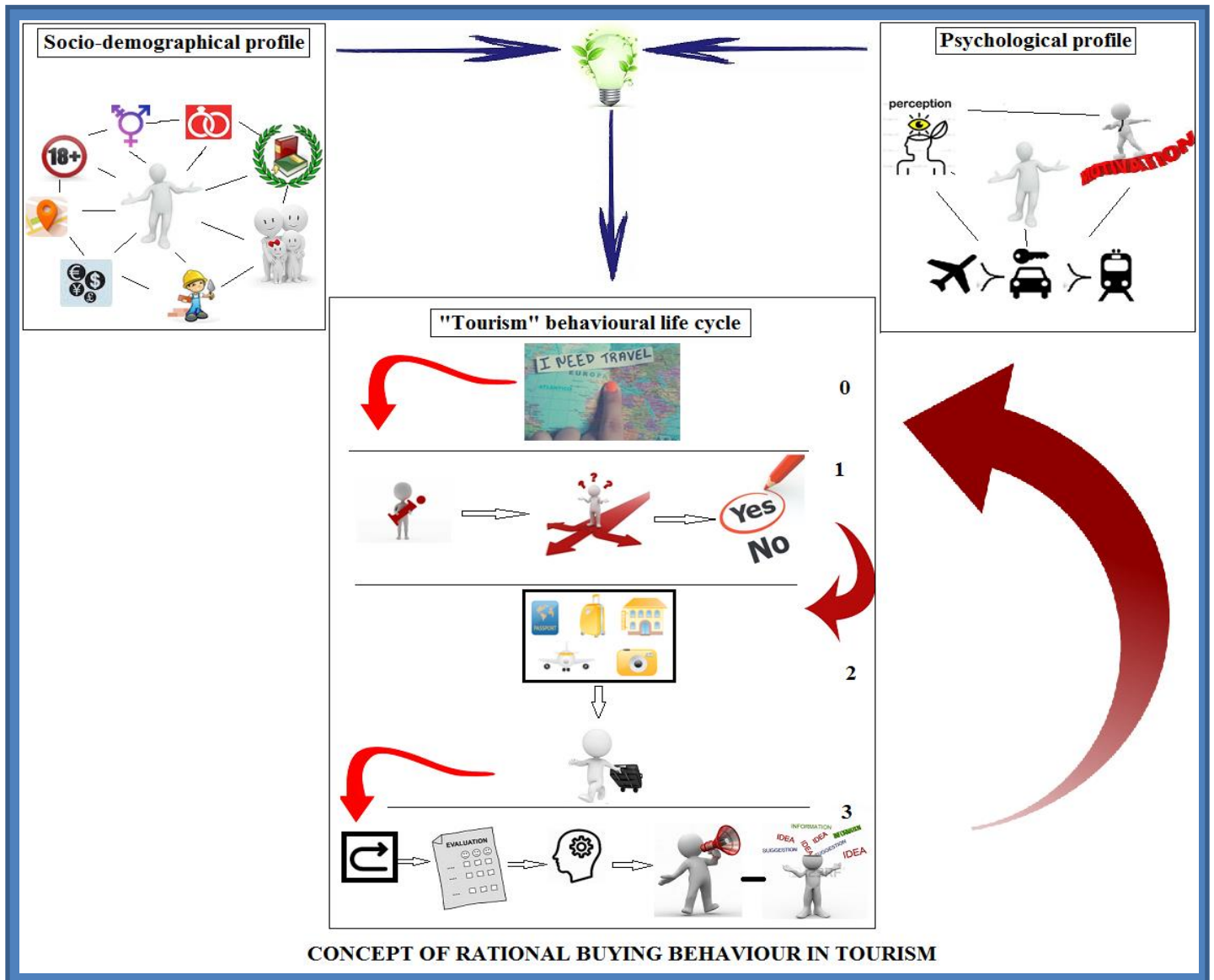


Figure 139 - Concept of rational buying behaviour in tourism

Source: Own elaboration

In *Figure 139 - Concept of rational buying behaviour in tourism* the life cycle of the travel behaviour within the decision making process can be identified. The model reveals each step of the tourism product.

For each step in the model one or more questions from the questionnaire has been assigned:

I. The *socio*-demographical profile was represented by the responses registered as personal side view (see Figure 23 The socio-economic profile of the tourist).

II. The *psychological* profile collected information from perception (about certain destination – see Figure 41, or accommodation before taking the decision – see Figure 42), motivation (in choosing a destination - see Figure 73, or accommodation – see Figure 86, and preferences (for destination – see Table 21, for accommodation – see Figure 74, or activities on vacation – see Figure 87).

III. The *touristic* profile composed from variables such as:

a. Travel *need* – No particular question was assigned, because the need is understood by the decision in participating to this survey;

b. *Information* search (Figure 80), choice between alternatives (Table 12, Figure 44, Figure 74, Figure 79), and decision making (Figure 73, Figure 76, Figure 80, and Figure 86). These variables are answering the questions like “*sources of information used before deciding*”, “*type of vacation*” or “*type of accommodation*”, and “*the decision maker*” or “*attributes that influence before taking a decision*”);

c. Travel *preparation* and departure: booking time ahead (Figure 84), gathering information (Figure 80), transportation choice (Figure 79), establishing a vacation budget (Figure 90).

d. *Return*, evaluation, learning, recommendation, influence. This last part is considered as second most important after the travel need feeling. Into this section of the *concept*, the tourist makes evaluation through own rank of values, access the memory in the process of remembering and learning, and makes good or bad recommendations that may have influence upon another future traveller. This part of the model was created through highly evaluated answers from questions concerning the past vacation (or price) appreciation, returning and recommendation factors (see Figure 72, Figure 88, Figure 91, and Figure 92).

If the recommendation variable is positive, the entire cycle is resetting, and the same tourist or a new one repeats the stages of the mentioned rational concept of buying behaviour in tourism.

5.2. Objective's accomplishment

The *aims and objectives* were achieved through the statistical analysis verified by the theoretical models of decision making.

This doctoral thesis had the main *objective* of demonstrating that socio-demographic variables along with specific travel behavioural factors construct a behavioural pattern of travel behaviour, based on the main discriminator factor, the *nationality*. This theory was developed and tested within a group of 5600 Romanian tourists, who travelled at least one night in the previous year of the research. Preferences, motivations and perception were tested in the process of decision making. The choice theory was also analysed in the context of several alternative factors. The main differences were observed regarding the comparison between inland and abroad trips.

The objectives pursued along with this investigation developed three profiles of the tourist: the socio-economic profile (verifying the objective regarding the impact of the socio-demographic characteristics); the profile of the inland tourist (validating the objective regarding the perception about the decision-making when it comes to attributes valued by tourists); and the profile of Romanian tourists as international travellers.

The *findings* of this study compared with the results of other theoreticians (Pride and Ferrell, 1991; Schiffman et al., 2012; Lanquer, 1981) suggested that Romanians are having own characteristics and behavioural patterns. The results proved in most of the cases (90%) that there exists a significant correlation between the socio-demographic variables (except gender) and factors such as destination preference or choice between alternatives. In the end, three types of Romanian travellers were identified: the very young traveller (usually students, preferring hosts and is not the decision maker), the middle career traveller or young and eager for knowledge (the representative profile in this investigation explained below) and the old or mature traveller (usually the retired persons, widowed, preferring hotels and visiting monasteries or doing shopping).

Other interesting findings were related to the relationship between the monthly income and the number of countries visited. This observation seems somehow logical because having

more trips means having a high monthly income and also free time spending. Remarkably, there was an inverse correlation between the level of education and the length of holiday and a direct correlation between the length of holiday and age.

The *results* of this research verified concepts from previous studies, such as those of Mathieson and Wall (1982), Nunkoo and Gursoy (2011), Pride and Ferrel (1991) which revealed the fact that in order to obtain a specific pattern of behaviour, several variables which cannot be left out of the analysis framework (like choice motivation, information sources, preferred activities or returning) must be taken into account. Hence, the future research should be built on proposing and testing the new model on other nationalities, meant to develop the existing ones from the academic literature.

Considering the first *type of traveller*, the Romanian tourists were observed to have the following socio-economical characteristics: mostly females, married, aged between 22 and 40 years old, having between 3 and 5 family members, with a monthly income between 2001 and 4000 Ron (476 and 952 Euros), having faculty studies and occupation with leadership needed.

Regarding the second type of traveller, *the inlands tourist*, the relationship between the travel variables and socio-demographical characteristics resulted the following profile: likes to travel mostly in the south-east area of Romania (seaside), overnighting between 2 nights and one week, at guest house units, using a vocational budget no more than 226 euros. This type of tourist motivates the destination choice through price accessibility, natural landscape and opportunities in leisure time spending. Regarding the informational sources, he usually values the informational sources such as recommendations, accommodation's websites, or search engines. The main activities preferred on vacation are related to beach tourism, taking trips or restaurant dining.

The discussion on this type of profile (domestic traveller) is correlated with some differences observed among the motivations, informational sources and preferred activities.

Hence, *motivations* for visits related to *home distance (I)*, *choice of travel group (II)* or simply *other reasons (III)*, were identified for respondents aged between 41 and 65 years old, unemployed and living in the south-west area (I), aged lowest thru 21 years old or having post graduate studies (II), and aged between 51 and more than 65 years old, also retired (III).

Regarding the *informational sources* used, among the main ones presented, a considerable percentage of the subjects declared of not using any source. Their characteristics are: aged between 41 and 65 years old, divorced, having graduated studies or PhDs, being house wife or having occupation without leadership needed, with an income level lowest thru 237 euros until 475 euros, and residing in the north-west or south-west of Romania.

Among the *preferred activities* taken on vacation, a segment of the respondents affirmed that *having barbeques* represented the preferred activity on vacation. This profile has the following characteristics: is a male, aged lowest thru 21 or between 51 and more than 65 years old, unmarried, with more than 5 family members, having high-school or graduated studies, being a student, an unemployed person, or having occupation without leadership needed, with an income level between 238 and 475 Euros, residing in south-east, south-west or Bucharest.

Linking the results with the theoretical findings, the relationship between main determinants of travel preferences and socio-economical variables, generated interdependence, confirming the correlation concept revealed by authors like Hawkins (2007) – profile of consumer behaviour; Schiffman and Knauk (1997, 2007 and 2012) – about types of consumer behaviour and main determinants; Pride and Ferrell (1991) – types of consumer behaviour and preferences; Boier (1994), Dubois (2007), Hofstede (2002), Smith (1977) and King and Hyde (1991) – socio-demographic factors influencing travel behaviour.

Hawkins (2007) revealed that the behaviour of consumers is based on the selection activity and use of services, process that leads to satisfaction. In the case of this investigation, the Romanian tourists both inlands and abroad had certain preferences for destination, accommodation or activities, that lead to satisfaction, returning and even recommending (see Figure 88, Figure 91 and Figure 92). The findings revealed that more than half of the subjects remained satisfied with their previous vacation will return and also recommend it further.

Schiffman and Knauk (1997, 2007 and 2012) studied the decision making process of the individuals in spending their available resources (time, money, effort). These three components were also analysed into this research and were revealed through the informational sources used (Figure 80), booking time ahead (Figure 84) and displacement (Figure 78). The findings

observed supported the fact that the respondents spent their *time* in searching for information for vacation mainly through recommendations, and through the websites of accommodation units or simply by searching on internet. The respondents also used the time variable in calculating their destination distance through the displacement time. The same calculus was observed for room reservation time ahead. Regarding the *money* variable, the income level, vacation budget (Figure 90) and price appreciation (Figure 89) were the main factors in the decision making process.

In this regard, Schiffman, et al., (2012) revealed the existence of two types of consumers: the personal consumer, who refers to an individual person, consuming small amount of goods and services; and the organisational consumer, which refers to companies, institutions or organisations, and may consume larger quantities of goods and services. From this categorisation, the Romanian traveller is found as being an individual person (travels mostly with family, on a low cost budget and is its own vacation organizer (see Figure 81).

Also, Pride and Ferrell (1991) studied the attitude that implies positive or negative feelings about an activity. Hence, the positive or negative memories that created feelings were measured through the answers attributed to questions from Table 26 and Table 27, regarding the good or bad memories remained from past vacation. Pride and Ferrell (1991) defined four *types of behaviour*: *routine* response behaviour, *boundary* decision, *extensive* decision, *impulsive* buying behaviour. Considering the fact that price variable was the main factor in deciding for a destination (see Figure 73) or accommodation (see Figure 86), the displacement time was relatively short (see Figure 78), the vocational budget was under 226 euros (see Figure 90) signifying a preference for low cost vacations, the Romanian traveller, from Pride and Ferrell conception is observed as having a *routine* response behaviour.

In a specific manner, Lanquar (1981) defined the tourism behaviour through four *models* of touristic behaviour: the sedentary-solitary tourist, the sedentary-mobile tourist, the itinerant tourist, and the nomadic tourist.

Regarding the Romanian tourist profile, through Lanquar's categorisation, is observed as being part of 3 from 4 types of tourist. Considering the fact that monthly income level is low (see Figure 23), the vacation budget lower than 226 Euros (see Figure 90), the preferred

comfort level of 3 stars (see Figure 44), the preferred area for vacation as south-east, representing the sea-side area (see Figure 41) and the preferred activity on vacation as going to beach (see Figure 87), the Romanian tourist represents the sedentary-solitary tourist. The Romanian traveller may also be considered as sedentary-mobile tourist, because he is aged mostly between 21 and 50 years old (see Figure 23), and enjoys having leisure time opportunities (see Figure 73).

With reference to the *factors* that influenced the choice process, models of decision making correlated with the socio-economic profile were also analysed by Moutinho (1987), Mathieson and Wall (1982), Bettman (1979) or Schmoll (1977). *Choices* between alternatives registered a relevant significance regarding the preferences for a type of tourism or destination. Authors like Kahneman (2002), Smith (2007), McKinnon (2007) or Bourdieu (2005) also studied the choice process into the decision making. The findings from the mentioned author's researches were corroborated and explained in the next section. Shortly, the choice process was tested through motivations in choosing a destination or accommodation unit (see Figure 73 and Figure 87).

The *(inter)cultural perception* registered a close correlation as regards to the social classes' representation in preferences and the choosing processes. Authors like Richards (1991), Prentice (1993) or Formica and Uysal (1998) studied the importance of social class among the cross-cultural perception of the subjects analysed. This study results revealed also the understanding of cross-cultural segmentation in respect of behavioural, motivational or socio-economic factors.

Regarding the *typology* of tourists from an intercultural point of view, Smith (2004), cited in Isaac (2008) proposed two types of tourists: the post-tourist, and the cultural tourist. Among the results obtained in the analysis of this thesis, the Romanian tourist may seem more defined as 'post-tourist'. This type of tourist enjoys simulated experiences, makes little differentiation between tourism, leisure and lifestyle and accepts representations. On the other hand, the Romanian tourists like interacting with destination and inhabitants and may have idealised expectations of places and people. From this point of view, the Romanian tourist may be called also 'cultural tourist'.

5.3. Own contribution

This research had the main objective in identifying the patterns of behaviour of a given nationality, the Romanians. For this research to take place a study was conducted. A number of 5600 Romanian subjects were implied. The volunteers had to give responses on a questionnaire elaborated in three main parts, which included: socio-demographic variables, experiences from domestic travel and preferences for abroad tourism. This research may present importance for tourism entrepreneurs (in finding new clients), for academic environment (in trying to apply this pattern on other nationalities and even improve it) or for policy maker from tourism industry (in elaborating a better country-offer based on the profiles identified).

This study will be concluded in defining the three main pylons: positive, interesting and negative findings and the recommendations on each pylon.

[Positive] The positive aspect of this research is related to identification of main characteristics of the consumer in tourism industry how it thinks and what desires, in order for the entrepreneur to develop better touristic offers.

The discovering of preferred *activities* (see Figure 87 - Activities taken on vacation), *destinations* (see Figure 41 - Comparison between preferred areas for vacation, Figure 70 - Map of Romania – county of last vacation, and Figure 126 - Top 3 foreign countries preferred for holidays) and *motivations* (see Figure 73 - Choice motivation and Figure 86 - The motivation for accommodation choice) may have benefits for business and tourism professionals in using the preferences observed for a better travel offer.

Identifying the *attributes* valued by tourists when it comes to hospitality (see Table 23, Table 26 and Table 27) will raise the level of satisfaction and also the returning frequency. Also, it may bring improvement of personal and professional relation between host and client ('concierge services').

Promoting the potential of the national tourism (cultural and natural patrimony) through answering some closed questions regarding the given destinations or *type of tourism* (see Figure 28, Figure 29, Figure 30 and Figure 31) may have benefits not only for tourism

entrepreneurs but also for public institutions handling with tourism area. These findings could also have benefits for the development of most requested regions.

Improvement of *accommodation offer* by analysing the answers from the following figures: Figure 42 - Preferred type of accommodation per region, Figure 71 - Past accommodation frequency, Figure 74 - Accommodation type taken, Figure 84 - Room reservation time ahead, Figure 85 - Booking modality, Figure 91 - Accommodation returning process, Figure 92 - Accommodation unit's recommendation, Figure 127 - Preferred type of abroad accommodation.

Rethinking the *price-quality offer* (main attribute valued) regarding the monthly income level and vacation budget may also bring more Romanian tourists (see Figure 73 - Choice motivation and Figure 86 - The motivation for accommodation choice).

[Interesting] The interesting aspect on this PhD thesis is related to confirmation of a model of travel behaviour and developing a new one, in order to understand better the profiles of tourists identified. There have been selected several interesting points.

- Approaching *new segments* of tourists, through the profiles identified (see Table 34);
- Combining the preferred *types of holidays* (see Figure 28, Figure 29, Figure 30 and Figure 31);
- Trying to develop the unsolicited *areas* for vacation (see Figure 41, Figure 70 and Figure 126);
- *Promoting* the traditional food and local culture (least preferred in the motivation list) through the potential of natural landscape and opportunities in leisure time spending (most valued motivations) – see Figure 73, Figure 86 and Figure 87;
- Using the third most preferred *activity* (e.g. opportunities in leisure time spending) in implying the tourists in taking traditional activities (a way of promoting Romanian arts and crafts) – see Figure 87;
- *Attracting* the tourists for their annual vacation in other seasons also, not only in the summer season (preferred activity – *going to beach*) – see Figure 87;
- *Developing* the adventure tourism, considering the second motivation for choosing a destination (*natural landscape*) – see Figure 73 and Figure 87;

- Attracting the Romanian abroad workers as inland tourists with competitive services, aiming to be considered as main abroad *promoters* – see Figure 23, Figure 72, Figure 80, Figure 81, Figure 91 and Figure 92.

[Negative] The negative part of this dissertation is meant to improve the further research. Mainly, the negative aspect is related to the fact that it would be needed new investigations on other nationalities also. The next negative aspects may be identified:

Lack of new personalised strategies for attracting tourists (see Figure 23 The socio-economic profile of the tourist) regarding the use of this model by entrepreneurs will lead to poor segmentation of the tourist considering the travel behaviour. Also, a bad interpretation of the results or ignoring the feedback after constructing the travel offer based of tourist behaviour first hand results, would lead to a lack of cooperation between connected areas (e.g. tourism agencies vs. accommodation providers; travel industry vs. transportation industry).

Other negative aspect may be related to hospitality professionalism or low importance given to facilities or amenities on accommodation units (Table 23 and Table 24).

Nonetheless, poor collaboration between public and private policy makers in tourism sector may affect any possible tourism development intentions.

No clearly identification of the social variables and travel needs when applying the model on other nationalities may lead to bad results or unreal interpretations.

The model provided in this study represents a free instrument in identifying the potential buyers. Through its simplicity, it gives the possibility to apply the model on local and global area, facilitating the creation of new *special offers*, made on the findings identified. It may represent also a guide of promotion, considering the main attributes valued by tourists, defined in online environment as key-words. Finally, this concept it is easy to use and easy to be applied on other nationalities, considering the continuous aim of improvement.

5.4. Limitations and future research

The *nature and purpose* of the investigation was to reconceptualise the meaning of travel behaviour. The purpose was achieved through the research of the Romanian tourists and highlighting their potential as international tourists.

Adequate *knowledge* on the subject was achieved from the literature enumerated in the theoretical chapter. The research was based on the decision making process model of Mathieson and Wall (1982), completed with other models, such as those developed by Moutinho (1987) or by Fakeye and Crompton (1991).

Evidence of independent, critical and analytical skills of the research was achieved through the contrast between the travel behavioural models presented in the second chapter. There was created an extensive database of different concepts regarding the travel behavioural patterns and there were analysed several different authors and their point of view, before concluding for the remained bibliography. Consistent research was driven through meticulous analyse of the academic concepts of behaviourism and tourism. Also, there were analysed and criticised several models of consumer behaviour and tourism behaviour. Similar to this point of view, and third chapter regarding the cross-cultural findings revealed a predictably prototype of cross-behaviour.

The research work was driven independently, through the coordination of Romanian Academy researchers and, through the guiding of tutors of University of Girona. There were also carried out discussions on the topic of behaviourism and tourism with different notorious professors, such as: Dilip Soman (Rotman School of Management, Canada), Vasily Klucharev (University of Basel, Switzerland), Greg Richards (ATLAS Project), and John Tribe (University of Surrey, UK) for giving in his conferences precious indications on collecting and gathering tourism data.

The thesis makes a *contribution* to knowledge by proposing a model of tourism life cycle and developing a pattern of tourist for Romanian nationality. On one hand, the research presents importance for identifying the most influential factors of the individual's motivation

and on the other hand it elaborates a framework of analysis to be used in establishing the attraction of a nationality for a destination.

The amount of work to *justify* the research was explained by the literature review and the transition between the theoretical part and the practical case-study developed through the analysis of the socio-demographic and travel behaviour factors, within a cross-correlation of SPSS framework. The results were interpreted in the idea of discovering a pattern of travel behaviour within a model of decision making built on rational choice.

The *overall quality* of the PhD dissertation is proved to be challenging in comprehension and interesting by findings. For readers to identify how the main levels of the decision making process were designed, he/she must uncover and mind validate each keyword through his/her own rethinking. The reader must follow each step indicated by the chapters and discover through his/her own perception the importance of predictably, in the meaning of forecast. This is an important case of cross-cultural analysis where the reader will also easily interpret the main findings (Pizam and Sussmann, 1995).

The *five important things* developed in this research were demonstrated by importance and purposes. Hence, a deeper understanding of the behaviour of Romanian travellers was revealed, the influential factors for the tourist demand and the individual's motivation were identified, the concept of rational choice was defined and applied to the tourism consumer, a framework of analysis and methods to be used in establishing the preference scale were elaborated, and the perception about the decision making was determined by factors valued by tourists.

This study of travel behaviour has permitted to *verify some findings* of other researchers, like Mathieson and Wall (1982) – about travel behaviour, Kahneman and Tversky (1984) – about choice and decision, and Richards (1991) – about cross-cultural studies. It also allowed explaining, in a more precise manner, the pattern of the Romanian tourist travel behaviour within a descriptive analysis of factors. Also, the multivariate statistics demonstrated the relationship between tourist preferences and consumption method of touristic services. Nonetheless, their perception regarding the offer was 'measured' by satisfaction and frequency.

The results allowed to *prove* that the segmentation of tourists, discriminated by nationality is determined, for the Romanian tourists by socio-demographic characteristics, on the one hand, and other several main variables, such as preference (for period of time, destination, or accommodation), motivation (for destination or activities), perception or satisfaction-evaluation, on the other hand. In the end, it may be concluded that the tourist is a combination of own environmental characteristics and preferences.

The *limitations of the research* created the framework in defining the typology of tourists. A new life cycle model of tourism revealed the importance of rational choice in decision making process, and hence, the type of behaviour. Several limitations were applied to the present research: the theoretical framework was mainly built on behavioural theories, although some economic models might be considered later, depending on the type of data available (i.e., estimate a demand for touristic products; or a utility function, although these approaches are somehow more common in the quantitative analysis); limitations regarding the country of origin of the individuals analysed (Romania, in this case) which could limit further comparison of the results obtained only to countries with similar characteristics (i.e., the ones from the same geographic area, former communist countries); the methodology, based on quantitative methods could be expanded later on, considering the possibility of performing in-deep interviews with a larger number of individuals, or even with a qualitative study; regarding the statistical analysis, more complex methods could have been applied. These could be also suggestions for future research.

The *recognition for management* and academic literature resist in the fact that this research represents a practical investigation of behavioural analysis of a certain nationality. The academic environment will benefit from the new model created.

REFERENCES

Offline sources:

- Abdallat, M.M. and El-Emam, H.E.S. (2001). *Consumer Behavior Models in Tourism Analysis Study*. Analysis Study, Department of Tourism and Hospitality, Faculty of Tourism and Archeology, King Saud University, Saudi Arabia.
- Abeyasekera, S. (2015). *Quantitative analysis approaches to qualitative data: why, when and how*. Statistical Services Centre, University of Reading.
- Akerlof, G.A. and Yellen, J.L. (1985). *Can Small Deviations from Rationality Make Significant Differences to Economic Equilibria?* American Economic Review 75 (4): 708–720. JSTOR 1821349
- Anable, J. (2005). *Complacent car addicts or aspiring environmentalists? Identifying travel behaviour segments using attitude theory*. Transport Policy, 12(1), 65-78.
- Armstrong, R.W., Mok, C., Go, F.M. and Chan, A. (1997). *The importance of cross-cultural expectations in the measurement of service quality perceptions in the hotel industry*. International Journal of Hospitality Management, 16(2), 181-190.
- Bachvarov, M. (1997). *End of the model? Tourism in post-communist Bulgaria*. Tourism Management, 18(1), 43-50.
- Baloglu, S. and McCleary, K.W. (1999). *A model of destination image formation*. Annals of tourism research, 26(4), 868-897.
- Berli, A. and Martin, J.D. (2004). *Factors influencing destination image*. Annals of tourism research, 31(3), 657-681.
- Berrol, S. (1983). *Germans versus Russians: An Update*. American Jewish History, 142-156.
- Bettman, J.R. (1979). *An information processing theory of consumer choice*. Journal of Marketing.
- Biswas-Diener, R. (2008). *Material wealth and subjective well-being*. The science of subjective well-being, 307-322.

- Boarnet, M.G. and Sarmiento, S. (1998). *Can land-use policy really affect travel behaviour? A study of the link between non-work travel and land-use characteristics*. Urban Studies, 35(7), 1155-1169.
- Boarnet, M. and Crane, R. (2001). *The influence of land use on travel behaviour: specification and estimation strategies*. Transportation Research Part A: Policy and Practice, 35(9), 823-845.
- Boier, R. (1994). *Consumer Behaviour*. Graphix Editions, Iași.
- Boissevain, J., Inglott, P.S. and de Kadt, E. (1979). *Tourism in Malta*. Oxford University Press for World Bank and UNESCO (pp. 265-284).
- Bonnemaison, J. (2005). *Culture and space: conceiving a new cultural geography*. IB Tauris.
- Bourdieu, P. (1984). *Distinction: A social critique of the judgement of taste*. Harvard University Press.
- Bourdieu, P. (2005). *The social structures of the economy*. Polity.
- Brighton, H. (2006). *Robust Inference with Simple Cognitive Models*. In AAAI Spring Symposium: Between a Rock and a Hard Place: Cognitive Science Principles Meet AI-Hard Problems (pp. 17-22).
- Bruner, J.S. and Potter, M.C. (1964). *Interference in visual recognition*. Science, 144(3617), p.424.
- Bugelski, B.R. and Alampay, D.A. (1961). *The role of frequency in developing perceptual sets*. Canadian Journal of Psychology/Revue canadienne de psychologie, 15(4), 205.
- Bulin, D., Miru N. and Rosca I. (2014). *Tourism industry in Romania and Japan – a comparative analysis*. Romanian Economic and Business Review, Volume 9, no. 3, pg. 172-184 (ISSN 1842 – 2497).
- Bywater, M. (1993). *The market for cultural tourism in Europe*. Travel and Tourism Analyst, 6(1), 30-46.
- Camprubí Subirana, R., Guia, J. and Comas Trayter, J. (2009). *Managing induced tourism image: relational patterns and the life cycle*. Tourism: An International Interdisciplinary Journal, 2009, vol. 57, núm. 3, p. 241-258.

- Chhabra, D., Healy, R. and Sills, E. (2003). *Staged authenticity and heritage tourism*. *Annals of tourism research*, 30(3), 702-719.
- Choibamroong, T. (2006). *Knowledge of tourists' behavior: A key success factor for managers in tourism business*. *International Journal of Tourism Research*, 1-8, Binmore.
- Cohen, S.A., Prayag, G. and Moital, M. (2014). *Consumer behaviour in tourism: Concepts, influences and opportunities*. *Current Issues in Tourism*, 17(10), 872-909.
- Coita, D.C. and Nedelea, A. (2006). *Tourists behavior and nationality-criteria for tourists classification and market segmentation*. *Management and Marketing*, 1(3).
- Colman, A.M. (2006). *Thomas C. Schelling's psychological decision theory: Introduction to a special issue*. *Journal of Economic Psychology*, 27(5), 603-608.
- Cooper, W.H. (1981). *Ubiquitous halo*. *Psychological bulletin*, 90(2), 218.
- Crotts, J.C. and Litvin, S.W. (2003). *Cross-cultural research: Are researchers better served by knowing respondents' country of birth, residence, or citizenship?* *Journal of Travel Research*, 42(2), 186-190.
- Curry, B. and Moutinho, L. (1993). *Neural networks in marketing: modelling consumer responses to advertising stimuli*. *European Journal of Marketing*, 27(7), 5-20.
- Danaher, P.J. and Arweiler, N. (1996). *Customer Satisfaction in the Tourist Industry A Case Study of Visitors to New Zealand*. *Journal of Travel Research*, 35(1), 89-93.
- Dann, G. (1993). *Limitations in the use of nationality and country of residence variables*. *Tourism research: Critiques and challenges*, 88-112.
- Dann, G.M. (1996). *Tourists' images of a destination-an alternative analysis*. *Journal of Travel and Tourism Marketing*, 5(1-2), 41-55.
- Davies, A. and Prentice, R. (1995). *Conceptualizing the latent visitor to heritage attractions*. *Tourism Management*, 16(7), 491-500.
- Dawkins, M.S. (1990). *From an animal's point of view: motivation, fitness, and animal welfare*. *Behavioral and brain sciences*, 13(01), 1-9.
- Deutsch, K.E., Ravulaparthi, S.K. and Goulias, K. (2014). *Place happiness: it's constituents and the influence of emotions and subjective importance on activity type and destination choice*. Geotrans Report 2013-07-02. Santa Barbara, CA. In: Paper also Submitted for

Presentation at the 93rd Annual Meeting of the Transportation Research Board, Washington, DC.

Dichter, E. (1960). *The strategy of desire*. Transaction Publishers.

Dichter, E. (1985). *What's in an image*. Journal of consumer marketing, 2(1), 75-81.

Dimanche, F. and Havitz, M.E. (1995). *Consumer behavior and tourism: Review and extension of four study areas*. Journal of Travel and Tourism Marketing, 3(3), 37-57.

Dixon, H.D. (2001). *Surfing Economics: Essays for the inquiring economist*. Macmillan.

Donaire, J.A., Camprubí, R. and Galí, N. (2014). *Tourist clusters from Flickr travel photography*. Tourism Management Perspectives, 11, 26-33

Elster, J. (1989). *Nuts and Bolts for the Social Sciences*. Cambridge University Press.

Engel, J.F., Balckwall, R.D. and Miniard, P.W. (1986). *Consumer Behaviour*. Dryden Press.

Englis, B.G. and Solomon, M.R. (1995). *To be and not to be: lifestyle imagery, reference groups, and the clustering of America*. Journal of Advertising, 24(1), 13-28.

Espelt, N.G. and Benito, J.A.D. (2006). *Visitors' behaviour in heritage cities: The case of Girona*. Journal of Travel Research, 44(4), 442-448.

Faison, E.W. (1977). *The neglected variety drive: A useful concept for consumer behaviour*. Journal of Consumer Research, 172-175.

Fakeye, P.C. and Crompton, J.L. (1991). *Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley*. Journal of travel research, 30(2), 10-16.

Festinger, L., Irle, M. and Möntmann, V. (1978). *Theorie der kognitiven Dissonanz*. H. Huber.

Florescu, C., Mâlcomete, P. and Pop, N.A. (2003). *Marketing, explanatory dictionary*. Economical Ed, 448.

Formica, S. and Uysal, M. (1998). *Market segmentation of an international cultural-historical event in Italy*. Journal of Travel Research, 36(4), 16-24.

Formica, S. and Uysal, M. (2001). *Segmentation of travelers based on environmental attitudes*. Journal of Hospitality and Leisure Marketing, 9(3-4), 35-49.

Fouraker, L.E. and Siegel, S. (1963). *Bargaining behavior*. New York: McGraw-Hill.

- Funk, D.C. and Bruun, T.J. (2007). *The role of socio-psychological and culture-education motives in marketing international sport tourism: A cross-cultural perspective*. *Tourism Management*, 28(3), 806-819.
- Gabaix, X. (2012). *Boundedly rational dynamic programming: Some preliminary results* (No. w17783). National Bureau of Economic Research.
- Gigerenzer, G. and Gaissmaier, W. (2011). *Heuristics decision making*. Max Plank Institute, *Annu. Rev. Psychol.* 2011.62:451-482. Downloaded from www.annualreviews.org by WIB6417 - Max-Planck-Gesellschaft on 01/17/11
- Gigerenzer, G. and Brighton, H. (2008). *Homo Heuristicus: Why Biased Minds Make Better Inferences*. Max Planck Institute for Human Development, *Topics in Cognitive Science* 1 (2009) 107–143.
- Gigerenzer, G. and Goldstein, D.G. (1999). *Betting on One Good Reason: Take The Best and Its Relatives*. New York: Oxford University Press
- Giuliano, G. and Narayan, D. (2003). *Another look at travel patterns and urban form: the US and Great Britain*. *Urban studies*, 40(11), 2295-2312.
- Govers, R. and Go, F.M. (2004). *Projected destination image online: Website content analysis of pictures and text*. *Information Technology and Tourism*, 7(2), 73-89.
- Groetzbach, E.F. (1988). *High mountains as human habitat*. *Human impact on mountains*, 24-35.
- Grüne-Yanoff, T. (2012). *Paradoxes of Rational Choice Theory*. In Sabine Roeser, Rafaela Hillerbrand, Per Sandin, Martin Peterson. "Handbook of Risk Theory". pp. 499–516. doi:10.1007/978-94-007-1433-5_19. ISBN 978-94-007-1432-8.
- Gunn, C.A. (1972) *Vacationscape. Designing Tourist Regions*. Washington DC: Taylor and Francis and University of Texas.
- Gunn, C.A. (1988). *Vacationscape: Designing tourist regions*. Van Nostrand Reinhold.
- Hawkins, J. and Blakeslee, S. (2007). *On intelligence*. Macmillan Press.
- Henry, A. (1987). *Consumer behavior and marketing action*. Boston, Kent.

- Herrero, L.C., Sanz, J.A., Devesa, M., Bedate, A. and del Barrio, M.J. (2007). *Economic impact and social performance of cultural macrofestivals*. *Cultural Tourism: global and local perspectives*, 303-323.
- Heuer, R.J. (1999). *Psychology of intelligence analysis*. Lulu.com.
- Hofstede, G.J., Pedersen, P. and Hofstede, G. (2002). *Exploring culture: Exercises, stories and synthetic cultures*. Nicholas Brealey Publishing.
- Hogarth, R.M. and Reder, W. (1987). *Rational Choice, Contrast Between Economics and Psychology*. University of Chicago Press Journals; 1st edition (May 15, 1987)
- Hogarth, R.M. and Karelaia, N. (2006). "Take-the-best" and other simple strategies: Why and when they work "well" with binary cues. *Theory and Decision*, 61(3), 205-249.
- Hogarth, R.M. and Karelaia, N. (2006). *Regions of rationality: Maps for bounded agents*. *Decision Analysis*, 3(3), 124-144.
- Hogarth, R.M. and Karelaia, N. (2007). *Heuristic and linear models of judgment: Matching rules and environments*. *Psychological Review*, 114(3), 733.
- Holzner, M. (2011). *Tourism and economic development: The beach disease?* *Tourism Management*, 32(4), 922-933.
- Horner, S., Swarbrooke, J. and Horner, S. (1996). *Marketing tourism, hospitality and leisure in Europe*. London: International Thomson Business Press.
- Howard, J.A. and Sheth, J.N. (1969). *The theory of buyer behavior* (Vol. 14). New York: Wiley.
- Huang, J.H., Huang, C.T. and Wu, S. (1996). *National character and response to unsatisfactory hotel service*. *International Journal of Hospitality Management*, 15(3), 229-243.
- Ibrahim, E.E. and Gill, J. (2005). *A positioning strategy for a tourist destination, based on analysis of customers' perceptions and satisfactions*. *Marketing Intelligence and Planning*, 23(2), 172-188.
- Isaac, R.K.I. (2008). *Understanding the behaviour of cultural tourists: Towards a classification of Dutch cultural tourists*. ScienceGuide.
- Jolibert, A., Mühlbacher, H., Florès, L. and Dubois, P.L. (2012). *Marketing management: A value-creation process*. Palgrave Macmillan.

- Jones, L.C. (2005). *Patterns of error perceptual and cognitive bias in intelligence analysis and decision-making* (Doctoral dissertation, Monterey, California. Naval Postgraduate School).
- Kahneman, D. and Tversky, A. (1979). *Prospect theory: An analysis of decision under risk*. *Econometrica: Journal of the Econometric Society*, 263-291.
- Kahneman, D. and Tversky, A. (1984). *Choices, values, and frames*. *American psychologist*, 39(4), 341.
- Kahneman, D. (1994). *New challenges to the rationality assumption*. *Journal of Institutional and Theoretical Economics (JITE)/Zeitschrift für die gesamte Staatswissenschaft*, 18-36.
- Kahneman, D., Wakker, P.P. and Sarin, R. (1997). *Back to Bentham? Explorations of experienced utility*. *The quarterly journal of economics*, 375-405.
- Kahneman, D. (2002). *Maps of bounded rationality: A perspective on intuitive judgment and choice*. *Nobel prize lecture*, 8, 351-401.
- Katsikopoulos, K.V. and Martignon, L. (2006). *Naive heuristics for paired comparisons: Some results on their relative accuracy*. *Journal of Mathematical Psychology*, 50(5), 488-494.
- Kim, H. and Richardson, S.L. (2003). *Motion picture impacts on destination images*. *Annals of tourism research*, 30(1), 216-237.
- Kim, H., Borges, M.C. and Chon, J. (2006). *Impacts of environmental values on tourism motivation: The case of FICA, Brazil*. *Tourism Management*, 27(5), 957-967.
- King, B. and Hyde, G. (1989). *Tourism Marketing in Australia*. Hospitality Press, Melbourne.
- Klucharev, V., Hytönen, K., Rijpkema, M., Smidts, A. and Fernández, G. (2009). *Reinforcement learning signal predicts social conformity*. *Neuron*, 61(1), 140-151.
- Knetsch, J.L. and Clawson, M. (1966). *Economics of Outdoor Recreation*.
- Korea. (1991). *The way of Korean traveling, Koreans are so strange*. *Business Korea*, 9(2), 29.
- Kőszegi, B. and Szeidl A. (2012). *A Model of Focusing in Economic Choice*. NBER, CEPR.
- Kotler, P. (1994). *Marketing management, analysis, planning, implementation, and control*.
- Kotler, P. (1999). *El marketing según Kotler: cómo crear, ganar y dominar los mercados*.

- Kotler, N.G., Kotler, P. and Kotler, W.I. (2008). *Museum marketing and strategy: designing missions, building audiences, generating revenue and resources*. John Wiley and Sons.
- Kozak, M. (2002). *Comparative analysis of tourist motivations by nationality and destinations*. *Tourism management*, 23(3), 221-232.
- Lanquar, R. and Hollier, R. (1981). *Le marketing touristique*. Tourism Marketing.
- Law, J. (2004). *After method: Mess in social science research*. Routledge.
- Light, D. and Dumbrăveanu, D. (1999). *Romanian tourism in the post-communist period*. *Annals of Tourism research*, 26(4), 898-927.
- Luchins, A.S. and Luchins, E.H. (1994). *The water jar experiments and Einstellung effects: II. Gestalt psychology and past experience*. *Gestalt Theory*.
- Mâlcomete, P., Demetrescu, M.C. and Medihan, G. (1979). *Dicționar de marketing*.
- March, J.G. (1978). *Bounded rationality, ambiguity, and the engineering of choice*. *The Bell Journal of Economics*, 587-608.
- March, R. and Woodside, A.G. (2005). *Tourism behaviour: travellers' decisions and actions*.
- Martignon, L. and Hoffrage, U. (2002). *Fast, frugal, and fit: Simple heuristics for paired comparison*. *Theory and Decision*, 52(1), 29-71.
- Mathieson, A. and Wall, G. (1982). *Tourism, economic, physical and social impacts*. Longman.
- McIntosh, A.J. and Prentice, R.C. (1999). *Affirming authenticity: Consuming cultural heritage*. *Annals of tourism research*, 26(3), 589-612.
- McIntosh, A.J. (1999). *Into the tourist's mind: Understanding the value of the heritage experience*. *Journal of Travel and Tourism Marketing*, 8(1), 41-64.
- McKinnon, A.M. (2013). *Ideology and the Market Metaphor in Rational Choice Theory of Religion: A Rhetorical Critique of "Religious Economies"*. *Critical Sociology*, vol 39, no. 4, pp. 529-543.
- Mill, R.C. and Morrison, A.M. (2002). *The tourism system*. Kendall Hunt.
- Miller, G.A., Galanter, E. and Pribram, K.H. (1960). *Plans and the structure of behavior*. Holt, Rinehart and Winston, New York.

- Miossec, J.M. (1977). *L'image touristique comme introduction à la géographie du tourisme*. Annales de géographie (pp. 55-70). Armand Colin.
- Mitchell, M. and Jolley, J. (2012). *Research design explained*. Cengage Learning.
- Morgan, N. and Pritchard, A. (1998). *Tourism promotion and power: Creating images, creating identities*. John Wiley and Sons Ltd.
- Moutinho, L. (1987). *Consumer behaviour in tourism*. European journal of marketing, 21(10), 5-44.
- Moutinho, L. (2011). *Strategic management in tourism*. CABI.
- Nawijn, J. and Mitas, O. (2011). *Resident attitudes to tourism and their effect on subjective well-being: the case of Palma De Mallorca*. Journal of Travel Research.
- Nawijn, J., Mitas, O., Lin, Y. and Kerstetter, D. (2013). *How do we feel on vacation? A closer look at how emotions change over the course of a trip*. Journal of Travel Research, 52(2), 265-274.
- Newbold, K.B., Scott, D.M., Spinney, J.E., Kanaroglou, P. and Páez, A. (2005). *Travel behavior within Canada's older population: a cohort analysis*. Journal of Transport Geography, 13(4), 340-351.
- Newell, B.R. and Bröder, A. (2008). *Cognitive processes, models and metaphors in decision research*. Judgment and Decision Making, 3(3), 195-204.
- Nicosia, F.M. (1966). *Consumer decision processes. Marketing and advertising implications*.
- Nunkoo, R. and Gursoy, D. (2012). *Residents' support for tourism: An identity perspective*. Annals of Tourism Research, 39(1), 243-268.
- Osgood, C.E. and Tannenbaum, P. H. (1955). *The principle of congruity in the prediction of attitude change*. Psychological review, 62(1), 42.
- Papatheodorou, A. and Lei, Z. (2006). *Leisure travel in Europe and airline business models: A study of regional airports in Great Britain*. Journal of Air Transport Management, 12(1), 47-52.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985). *A conceptual model of service quality and its implications for future research*. The Journal of Marketing, 41-50.

- Pearce, L. (2005). *Tourist Behaviour: Themes and Conceptual Schemes*, retrieved from: https://books.google.es/books?id=OtRiNRU_aSQCand_printsec=frontcoverand_hl=ro#v=onepageand_qand_f=false
- Perner, L. (2010). *Consumer behavior: the psychology of marketing*. Retrieved October, 2, 2010, <http://www.consumerpsychologist.com/>
- Pi-Sunyer, O. (1977). *Through native eyes: Tourists and tourism in a Catalan maritime community*. In *Hosts and guests: The anthropology of tourism* (pp. 149-155). University of Pennsylvania Press Philadelphia.
- Picard, M. (1996). *Bali. Cultural tourism and touristic culture*.
- Pine, B.J. and Gilmore, J.H. (1999). *The experience economy: Work is theatre and every business a stage*. Harvard Business Press.
- Pizam, A. and Sussmann, S. (1995). *Does nationality affect tourist behaviour?* *Annals of Tourism Research*, 22(4), 901-917.
- Pizam, A. and Jeong, G.H. (1996). *Cross-cultural tourist behavior: Perceptions of Korean tour-guides*. *Tourism Management*, 17(4), 277-286.
- Pizam, A. and Mansfeld, Y. (2000). *Consumer behavior in travel and tourism*. Routledge.
- Porter, R.E. and Samovar, L.A. (1988). *Approaching intercultural communication*. *Intercultural communication*, 5, 14-30.
- Prentice, R. (1993). *Tourism and heritage attractions*. Routledge.
- Presas, P., Guia, J. and Muñoz, D. (2014). *Customer's Perception of Familiness in Travel Experiences*. *Journal of Travel and Tourism Marketing*, 31(2), 147-161.
- Pride, W. and Ferrell, C. (1991). *Marketing-Concepts and Strategies*.
- Rehmet, J. and Dinnie, K. (2013). *Citizen brand ambassadors: Motivations and perceived effects*. *Journal of Destination Marketing and Management*, 2(1), 31-38.
- Reisinger, Y. and Turner, L.W. (2003). *Cross-cultural behaviour in tourism: Concepts and analysis*. Elsevier.
- Reynolds, W.H. (1965). *The role of the consumer in image building*. *California Management Review*, Spring, 69-76.

- Richards, G. (1996). *Production and consumption of European cultural tourism*. Annals of tourism research, 23(2), 261-283.
- Richardson, S.L. and Crompton, J.L. (1988). *Cultural variations in perceptions of vacation attributes*. Tourism Management, 9(2), 128-136.
- Riley, M., Niininen, O., Szivas, E.E. and Willis, T. (2001). *The case for process approaches in loyalty research in tourism*. The International Journal of Tourism Research, 3(1), 23.
- Ritter, W. (1987). *Styles of tourism in the modern world*. Tourism Recreation Research, 12(1), 3-8
- Ritter, W. (1989). *On deserts and beaches: recreational tourism in the Muslim world*. Tourism Recreation Research, 14(2), 3-9, p.7.
- Ritzer, G. (1993). *The McDonaldisation of society: an investigation into the changing character of contemporary social life*. Thousand Oaks.
- Gutiérrez, H. (2005). *Estudio de la imagen de destino turístico y el proceso global de satisfacción: adopción de un enfoque integrador*.
- Santos, M. (1994). *O retorno do território*. Território: globalização e fragmentação, 4, 15-20.
- Schiffman, L.G. and Kanuk, L.L. (1997). *An introduction to the study of consumer behaviour*. Retrieved from: http://catalogue.pearsoned.co.uk/assets/hip/gb/hip_gb_pearsonhighered/samplechapter/0273736957.pdf.
- Schiffman, L.G., Hansen, H. and Kanuk, L.L. (2008). *Consumer behaviour: A European outlook*. Pearson Education.
- Schiffman, L.G., O'Cass, A., Paladino, A. and Carlson, J. (2013), *Consumer Behaviour*, Pearson Higher Education, Australia.
- Schmoll, G.A. (1977). *Tourism Promotion: marketing background, promotion techniques and promotion planning methods*. Tourism International Press.
- Schwartz, B. (2004). *The paradox of choice: Why more is less*. New York: Ecco.
- Sharma, K.K. (2005). *Tourism and development*. Sarup and Sons
- Sheldon, P.J. and Fox, M. (1988). *The Role Of Foodservice In Vacation Choice And Experience: A Cross-Cultural Analysis*. Journal of Travel Research, 27(2), 9-15.

- Simon, H.A. (1959). *Theories of decision-making in economics and behavioral science*. The American economic review, 253-283
- Siegel, S. (1959). *Theoretical models of choice and strategy behavior: Stable state behavior in the two-choice uncertain outcome situation*. Psychometrika, 24(4), 303-316.
- Sirgy, M.J., Joha, J.S., Samli, A.C. and Claiborn, C.B. (1991). *Self-Congruity versus Functional Congruity: Predictors of Consumer Behavior*. Journal of the Academy of Marketing Science.19:36375
- Sirgy, M.J. and Grewal, T.F. (1997). *Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence*. Journal of the academy of marketing science, 25 (3), 229-241
- Skinner, B.F. (1966). *An operant analysis of problem solving*. Problem solving: Research, method and theory, B. Kleinmuntz, editor, New York: John Wiley & Sons, Inc, 225-257
- Skinner, B.F. (1991). *Culture and society: The role of behavioral analysis*. Behavioral analysis of societies and cultural practices.
- Slabbert, E. and Van Vuuren, C.L. (2011). *Travel behaviour of tourists to a South African holiday resort*. Retrieved from: <http://tmstudies.net/index.php/ectms/article/viewFile/196/252>
- Smith, D.E. (1977). *A sociology for women*.
- Soman, D., Xu, J. and Cheema, A. (2010). *Decision points: A theory emerges*. Rotman Magazine, 64-68
- Sparks, B. and Pan, G.W. (2009). *Chinese outbound tourists: Understanding their attitudes, constraints and use of information sources*. Tourism Management, 30(4), 483-494.
- Stanciu, S. (2010). *Particularities concerning the creation and implementation of the marketing mix in public institutions*. Lex ET Scientia International Journal (LESIJ), (XVII-1), 369-381.
- Stăncioiu, A.F., Arsene, O., Teodorescu, N., Mazilu, M. and Marinescu, R. (2008). *The SWOT Analysis of the tourist destination—conceptual aspects—methodology. Case Study: Northern Oltenia or Oltenia at the bottom of the Mountain*. The International conference Competitiveness and stability in Knowledge-Based Economy (pp. 30-31).

- Swarbrooke, J. and Horner, S. (2007). *Consumer behaviour in tourism*. Routledge.
- Szalai, A. (1972). *The use of time: Daily activities of urban and suburban populations in twelve countries*.
- Tapachai, N. and Waryszak, R. (2000). *An examination of the role of beneficial image in tourist destination selection*. Journal of travel research, 39(1), 37-44.
- Tribe, J. (2006). *The truth about tourism*. Annals of Tourism Research, 33(2), 360-381.
- Tversky, A. and Kahneman, D. (1991). *Loss aversion in riskless choice: A reference-dependent model*. The quarterly journal of economics, 1039-1061.
- Tversky, A. and Kahneman, D. (2000). *Choices, values, and frames*. Cambridge University Press.
- Tyagi, A.K. (1990). *A study of tourist culture in India: insight and implications*. Dissertation Abstracts International. Humanities and Social Sciences, 50(7), 2130-2131.
- Smith, V. (2002). *Constructivist and ecological rationality in economics*. Prize Lecture, December 8, 2002, Interdisciplinary Center for Economic Science, George Mason University, Fairfax, VA 22030-4444, USA.
- Smith, V. (2007). *Rationality in Economics: Constructivist and Ecological Forms*. Cambridge University Press
- Casellas, V. (2005). *L'imaginari monumental i artístic del turisme cultural. El cas de la revista 'Barcelona Atracció'*. Universitat de Girona. Departament de Geografia, Història i Història de l'Art.
- Watson, J.B. (1970). *Behaviorism. 1924*. New York, WW.
- Woods, D.D., Patterson, E.S. and Roth, E.M. (2002). *Can we ever escape from data overload? A cognitive systems diagnosis*. Cognition, Technology and Work, 4(1), 22.
- Woodside, A.G. and Lysonski, S. (1989). *A general model of traveler destination choice*. Journal of travel Research, 27(4), 8-14.
- Zeithaml, V.A., Parasuraman, A. and Berry, L.L. (1985). *Problems and strategies in services marketing*. The Journal of Marketing, 33-46.

Online sources:

http://www.nobelprize.org/nobel_prizes/economic-sciences/

http://www.nobelprize.org/nobel_prizes/economic-sciences/laureates/1978/simon-lecture.pdf

<http://media.unwto.org/en/content/understanding-tourism-basic-glossary>

<http://www.ama.org>

<https://ebooks.unibuc.ro/StiinteADM>

<http://en.wikipedia.org/wiki/Neuromarketing>

http://en.wikipedia.org/wiki/Rational_choice_theory

<http://en.wikipedia.org/wiki/Satisficing>

https://en.wikipedia.org/wiki/Quantitative_analysis_of_behavior

<http://www.tram-research.com/atlas/aboutproject.htm>

www.intreprinzatoriturism.ro

www.romaniaturism.com

APPENDIX

Questionnaire

No.				
-----	--	--	--	--

“Hello, we are from the market research institute – CSP PLUS CONSULT SRL. If you have spent at least 3 nights in a touristic destination in Romania and at least one night at a guest house for touristic reasons (except the ones spent at relatives or friends, where you have not paid the accommodation) in the last 12 months, please give us few minutes for participating in a study regarding the tourism in Romania.”

A1. In the last 12 months, how many times have you been gone outside the residential place, for trips into Romania in each of the following situation?

A2. How many paid nights of accommodation gathered in total these departures for each situation?

	A1. Number of departures	A2. Total number of nights paid for accommodation
a. Annual leave, vacation, stays (over 5 days)		
b. Week-ends legal holidays		
c. Business trips, delegations, participation in events		
d. Treatment, healthcare, medical leave		

A3. Which were the 3 most important localities in Romania in which you travelled in the last 12 months, taken after the total number of nights paid? Please indicate also the type of departure (possible multiple response in line section)

Locality, resort/ county/	Type of departure:			
	Annual leave, vacation, stays (over 5 days)	Week-ends legal holidays	Business trips, delegations, participation in events	Treatment, healthcare, medical leave
a.	1	2	3	4
b.	1	2	3	4
c.	1	2	3	4

A4. What types of accommodation did you used at the most important 3 destinations in Romania in the last 12 months – please indicate the main accommodation unit, after the cumulative total number of nights (encircle in the bellow table for each locality the code/codes which symbolize the type of accommodation):

1. Hotel; 2. Guest house; 3. Host; 4. Other (chalet, camping, small house, hostelry, tent etc.)

Into the checkboxes from A4.2. write the number of nights paid for each type of accommodation.

A5. How many stars had those accommodation units?

At A5.1. and/or A5.2. encircle the level of comfort (stars) using the next codes:
 0=unclassified, hostess, tent, etc. 1*- 5*= no. of stars. 9= don't know/ can't remember

	A.4.1. Type of accommodation (number) A4.2. Number of nights (checkbox)	A5.1. If encircle 1 at type of accommodation by the locality, How many stars had the hotel where you were booked?	A5.2. If encircle 2 at type of accommodation by the locality, How many stars had the guest house where you were booked?
Locality a	1 2 3 4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	0 1* 2* 3* 4* 5* 9	0 1* 2* 3* 4* 5* 9
Locality b	1 2 3 4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	0 1* 2* 3* 4* 5* 9	0 1* 2* 3* 4* 5* 9
Locality c	1 2 3 4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	0 1* 2* 3* 4* 5* 9	0 1* 2* 3* 4* 5* 9

A6. What foreign countries did you visited in the last 12 months? (mention no more than 3 countries, regarding the importance, through the cumulative duration of the staying), how many nights did you booked on each, in what type of accommodation unit and at what level of comfort (no. of stars)? (there will be used the same codes from A.4. and A.5.)

	A.6.1. Type of accommodation A.6.2. No. of nights	A.6.3. No. of stars at hotel	A.6.4. No. of stars at guest house
a. Country:	1 2 3 4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	0 1* 2* 3* 4* 5* 9	0 1* 2* 3* 4* 5* 9
b. Country:	1 2 3 4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	0 1* 2* 3* 4* 5* 9	0 1* 2* 3* 4* 5* 9
c. Country:	1 2 3 4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	0 1* 2* 3* 4* 5* 9	0 1* 2* 3* 4* 5* 9

Please think at the accommodation unit in Romania where you have stayed most nights in a row (compact) in the last 12 months: (all the questions form the next section "B" will be about the accommodation unit)

B1. In what locality/county is this accommodation unit? _____

B2. How many times have you been in this accommodation unit in the last 3 years? _____ times

B3. How many times have you been in this locality in the last 3 years? _____ times

B4. Why have you choose this locality / resort? (Maximum 2 answers, considerate as being the most important)

1. It is price accessible
2. It is close to home
3. Architecture / the beauty of the locality / resort
4. Has a lot of opportunities in leisure time spending
5. Lovely natural landscape and fresh air
6. The cleanliness of the locality / resort
7. Has many attractions/touristic sights which deserves visiting
8. Has places designed for children
9. For local foods and drinks
10. Diversified cultural events (festivals, museums, etc.)
11. It was the choice of the travel party
12. For visiting some acquaintances
13. Other reason _____

B5. What was the type of the accommodation unit? :

1. Hotel 2. Guest house 3. Host 4. Other (chalet, tent etc.)

B6. How many nights in a row (compact) have you been booked at that accommodation unit?

B7. Who choose this locality/ resort?

1. Me, on my own	3. Me and my partner	5. The friends	7. Others, relatives, acquaintances
2. My partner	4. The children	6. The parents	

B8. How many persons had your travel party group? _____ persons

B9. How many hours it took the displacement from home to the accommodation unit? _____ hours

B10. What means of transportation did you used to get to the destination? (Multiple response possible)

1. By air	3. By road means (car)	5. By boat/ ferry
2. By coach	4. By train	6. Other

B11. What information sources did you used when you choose the accommodation unit? (Multiple response possible)

1. The websites of the accommodation units	7. Search engines (Google, MSN, Bing, Yahoo etc)
2. Websites of the tourism agencies	8. Tourism portals
3. Directly at the tourism agencies office	9. Tourism fairs
4. Through unions	10. Discounts websites/coupons/vouchers (Fundead, Zumzi, Groupon)
5. Through recommendations	11. Other sources _____
6. Booklets, brochures, banners, posters	12. I have not used any source, I targeted on the spot.

B12. Who organized the journey?

1. Me, on my own 2. Through an agency 3. Other (union, vacation bonuses, medical leave etc.)

B13. Have you been the beneficiary of a promotional offer for the accommodation?

1. Yes 2. No (go to B14)

B13.1. If yes, what type of the promotional offer was it?

1. Last-minute offer

2. Early-booking
3. Group offer
4. Extra-season offer
5. Social type offer (union, governmental campaign, treatment)
6. Internet voucher (Fundeal, Zumzi, Groupon etc)
7. Other type of offer – which one? _____

B14. Did you make the reservation for the room?

1. Yes
2. No (*go to B15*)

B14.1. How many weeks ahead did you made your room reservation? _____

B14.2. How did you booked your room?

<ol style="list-style-type: none"> 1. By phoning at the guest house / hotel 2. Through e-mail to the guest house / hotel 3. Online, on the website of the guest house/ hotel 	<ol style="list-style-type: none"> 4. Directly to the guest house / hotel 5. Online at the tourism agency 6. Directly at the tourism agency 	<ol style="list-style-type: none"> 7. By phone / e-mail at the tourism agency 8. Other, how? _____
---	--	--

B15. Why did you choose this accommodation unit? (*Maximum 2 answers – most important*)

<ol style="list-style-type: none"> 1. I've been there before and I liked it 2. For the favourable price-quality ratio 3. For the attractiveness of the landscape 4. For the architecture /beauty of the building 5. For the variety of attractions and activities close to the accommodation 6. For the comfort 7. For the quality of the services 8. For the courtesy, hospitality staff 9. For the cleanness 	<ol style="list-style-type: none"> 10. It was a promotional offer 11. For the possibility of consuming traditional products 12. For the approaching of the sights targeted (treatment, monasteries, festivals, events, etc) 13. For the recommendations of friends / acquaintances 14. It was the preference of the group I left with. 15. For the reputation, as a consecrated accommodation unit 16. For the publicity in various media 17. For the recommendations of the travel agency 18. For other reason.
---	---

B16. What grade from 1 to 10 do you assign for the following aspects of your vacation?

	Grade
1. The welcoming / reception	
2. The courtesy and professionalism of the personnel, the interaction with them	
3. Hotel rooms and common space amenities	
4. Traditional food / diversity and quality of the food	
5. The security	
6. The parking	
7. The comfort/ the quality of bed/ mattress	
8. The cleaning	
9. The bathroom	
10. Facilities for children (playing places, watchers etc)	
11. Entertainment and relaxation opportunities for adults (billiard, sports, etc)	
12. Complementary services (pool, SPA, excursions, ATV, etc.)	

B17. What kind of activities have you been taken in your most important staying? (*multiple answers possible*)

1. Shopping (other than food)	8. Sports activities
2. Visiting museums, expositions	9. SPA, massage
3. Visiting monasteries, churches	10. Dining at a restaurant
4. Entertainment shows	11. Reading a book
5. Going to the beach	12. Society games (cards, rummy, chess, backgammon, etc)
6. Having a barbeque	13. Others – which ones?
7. Taking a trip outside the locality	

B18. How do you appreciate the vacation / staying spent in that locality?

1. Very pleasant 2. Pleasant 3. Neither pleasant or unpleasant 4. Unpleasant 5. Very unpleasant

B19. How do you appreciate the price paid for accommodation in that staying?

1. Very high 2. High 3. Neither high or low 4. Low 5. Very low

B20. What was, by approximation, the total budget per person in that staying/ vacation/ holiday (including the accommodation, transportation, food, drinks, entertainment, shopping, etc.)? _____ RON

B21. Was there a service, an activity, something in special that you liked it and remained in your memory, regarding that accommodation unit from that locality?

0. No
1. Yes – What? _____

B22. What did you least enjoyed at that accommodation unit? _____ 0. Nothing

B23. Do you intent to come back again at that accommodation unit?

1. Sure YES 2. Probably YES 3. Probably NO 4. Sure NO 9. Don't know, NA

B24. Will you recommend this accommodation unit to your friends or acquaintances?

1. Yes 2. No

Socio-demographic data:

D1. Gender: 1. Male 2. Female

D2. Age (in completed years).....

D3. Number of family members

D4. Your last month family budget

D5. Civil status	
1. Married	3. Divorced
2. Unmarried	4. Widow

D6. Education:		
1. Primary school	4. Graduated studies	7. PhD
2. Secondary school	5. Faculty	
3. High-school	6. Post graduate studies	

D7. What is your occupational status?

House wife/man
Retired
Pupil/ student
Unemployed/ no occupation
Occupation without leadership position
Occupation with leadership needed
Other occupation

D8. County where the interview takes place: _____ **D9. County:** _____