

TOURISM MARKET PROSPECTING FOR CASA BATA

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Abstract. *In the pandemic background, the Romanian tourism sector was affected in a very large scale. The Casa Bata domain is an important player in tourism field in Arad county. With the aid of research tools in tourism market, the pension can obtain a profile as accurate as possible of the client who uses the services offered by Casa Bata domain in order to better adapt the offer of products and services to the market demand. The research is based on the application of a questionnaire with predefined answers to a sample of existing clients in the pension database.*

Key words: *prospecting, tourism, questionnaire, Arad County, preferences*

INTRODUCTION

The most important purpose of tourism development is economic and social development of the tourism areas [7] and its ability to create a positive impact (employment, wealth, dynamism, income enhancement, infrastructure, international friendship and moving people and assets) [11]. Tourism is a multi-faced activity that links the economic, social and environmental components of sustainability [1,6].

Due to the numerous tourist attractions, Arad county occupies an important place on the tourist map of Romania [5,10]. This is also reinforced by the position of the county border, along with the good infrastructure that tourists can benefit from, from which we remember border crossing points, airport, European and national roads, etc. [3,5,8].

The area of Casa Bata is spread across the counties of Arad and Timis. Casa Bata Pension is located in Bata locality, Arad county at 67 km from Arad municipality and 95 km from Timisoara city [2,4].



Figure 1. Position of Casa Bata

Source: www.google.ro/maps

The main reason for building a pension was the forest land owned by the owner and hence the opportunity to practice hunting tourism, as well as other recreational activities in nature.

Casa Bata is a luxury villa in Romania that organizes hunting activities [14]. This hunting-specific pension in Romania offers 4-star accommodation at the highest standards. Casa Bata offers hunting packages for Romanian tourists and foreign tourists.

The 4-star villa is composed of ground floor, first floor, second floor and mansard, with 14 double rooms with a matrimonial bed, 4 double rooms in twin doubles and 2 VIP apartments.

At the ground floor there is a bar lobby with a fireplace and suitable furniture, a traditional restaurant with a capacity of 100 persons and two outdoor terraces: Tuscany terrace in the extension of the restaurant, fitted with Italian barbecue, oven, grilling plate, with a capacity of 60 to 70 seats and Mocsony terrace in front of the building, with forged iron furniture [13].

The pension is also addressed to business tourism and thus among the facilities offered are also a Business Center that is composed of conference room with 100 seats with suitable furniture, internet, natural light, secretariat with all necessary facilities (internet, xerox, printer, etc.), terrace, office for training and coffee estate, sanitary group.

The pension also provides tourists with two hunting cabins used for hunting activities, but also by tourists who love natural and rustic setting [14].

For the tourism sector, Casa Bata represents a standard in Arad County, being an attraction pole for the tourists. But in order to obtain and maintain such a position in the top, they are all the time focused on the tourist needs, and try to improve and to adapt their offer [15].

MATERIALS AND METHODS

In order to meet the tourists, the survey was called so that Casa Bata pension could improve its tourist offer. The tourist market was opened up to the search, more specifically the tourist demand by creating a profile of the tourist who goes to this boarding house and enjoys the services and products offered. Thus, by means of methods and techniques specific to tourist prospecting, an attempt was made to create the motivation and behavior of the consumer of services and tourist products offered by the boarding house [10,12]. The questionnaire was the main survey tool used in the research, applied to a sample of the clients of the pension [9].

RESEARCH RESULTS

Of the tourists who responded to the questionnaire, 31% replied that they visited the pension for the first time, while 67% of the respondents replied that they had visited the pension several times and 2% stopped at a boarding house in a train to other destinations.

The majority of respondents (73%) remained in the pension for a period of 2-5 days, while only 22% exceeded 5 days of stay. The lowest number of tourists remained for only one day, i.e. 5% of all respondents.

The main reasons why tourists chose the pension were the subject of another question, but this was multiple choice question, as seen in figure 2.

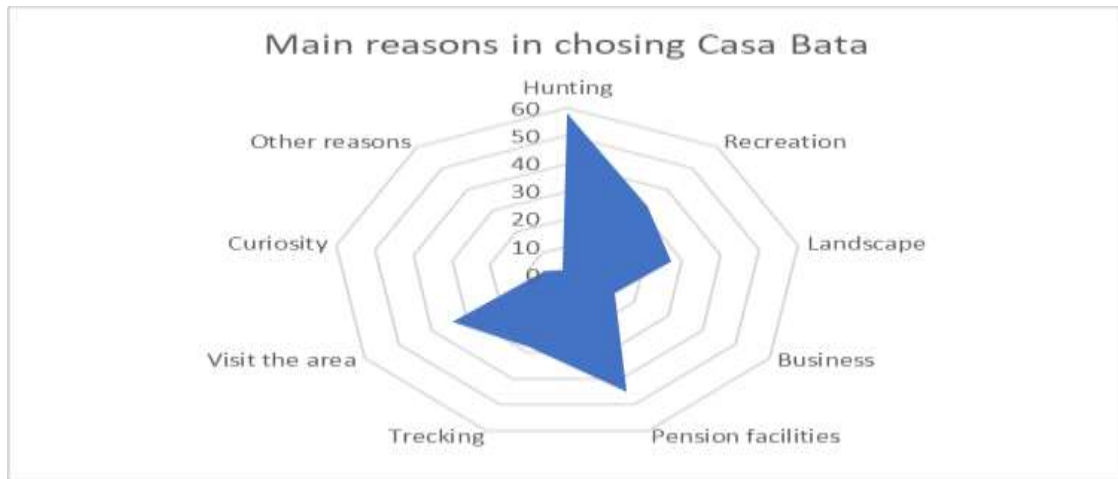


Figure 2. Main reasons in choosing Casa Bata

Thus, 58% of tourists came to the boarding house for hunting, 14% for business, including team-buiding or training sessions held here by various companies for their employees, even if they had a leisure component. The facilities offered by the boarding house are among the reasons that influenced tourists in their choice, with 45 per cent citing the facilities offered by the boarding house among the main reasons for choosing a pension. 27% chose a pension for the area's natural landscape and beauties.

As for the sources of information used to choose the pension, the website held the highest share in the answers of the clients of the pension, followed by the recommendations of friends. Tourists who traveled in the group predominated the pension.

The booking included only breakfast for 32% of tourists, 24% demi-pension and full pension for 44% of tourists.

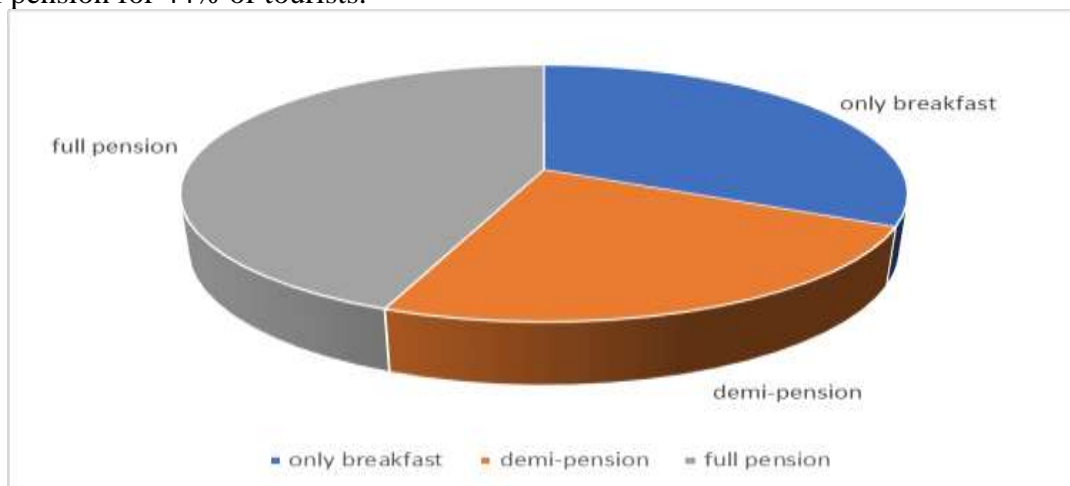


Figure 3. Booking options for Casa Bata

Of the facilities offered by the boarding house, 22 per cent of the tourists took trips with the ATVs, 18 per cent enjoyed the sports grounds and the sports gym, 48 per cent benefited from hunting chalets, 26 per cent relaxed at the SPA and swimming pool, while 37 per cent made hiking in the area.

The tourist services offered by the boarding house were judged to be very good by 72% of the tourists, good 27% of the tourists. In terms of opportunities for improvement, 1% suggested improving children's playground through diversification.

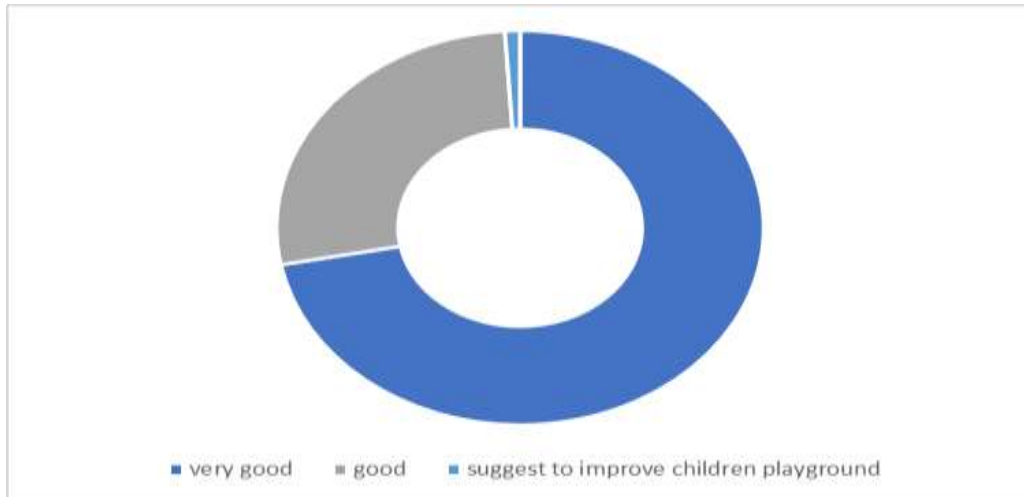


Figure 4. Tourist services offered by Casa Bata

The access roads to the pension were the main weak point of the pensions after the customers answers, but this aspect cannot be resolved by the pension. In order to face this negative point, the customers can choose for transport provided by the boarding house for a fee from Arad or other nearby localities. For groups of tourists who opt for hunting packages, transport is provided even from Timisoara airport.

Hunting, along with the quality services offered by the boarding house attracted a lot of foreign tourists, so 26% of the tourists are foreigners, and 14% of them first came to our country.

Of the clients of the pension, 14% are in the age category up to 25 years, 11% are in the 26-35 years category, 20% is the 36-45 years category, while the majority of the clients of the pension fall into the 46-55 years category, i.e. 38%, and 17% were customers over 56 years.

CONCLUSIONS

Casa Bata is a 4 star hunting and spa resort which domain is covering Timiș and Arad counties. It addresses especially to hunters, but also to business tourists. The offer accommodation facilities, restaurant services and for the business market, they have a business center.

They offer a complete services package to the market, and all the tourists that answered to the questionnaire applied in the study were very satisfied or satisfied by the services the pension offers.

As hunting tourism has certain seasonality, the enrichment of the offer of the pension and the orientation toward business tourism has been a very good decision in terms of the development of the pension.

The spa services offered complete the tourist offer and thus contribute to the standard position in rural tourism in Arad County.

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