

## NEW FORMS OF LEISURE TOURISM SPORTS IN RURAL BANAT AREA

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**Abstract:** *Sports tourism is a form of leisure tourism, the highest percentage occupying a summer water sports winter sports, sport fishing, and the occasional sporting events.*

*Those who practice sports tourism are passionate spenders, open to new experiences and their passion and often stimulate other tourism. Direct benefit they bring a rural destinations are the money and indirectly increase the number of visitors to the area next year, and increase the economic impact of the tourist area.*

*Study is the comparison type, and the ultimate goal is to find new forms of tourism specific sport mountainous area of Banat.*

*Promoting new forms of sport tourism will impact the economic development of the area and the entrance area of study in an international circuit of extreme sports*

**Keywords:** *sports leisure tourism, sport management, rural landscape*

### INTRODUCTION

Leisure and sports tourism in Romania has grown with the economic and social development. One important thing is desire and will of the native population, strong public awareness so each person to contribute to "general cleaning" architectural traditions and cultural preservation, maintaining a psychosocial climate pleasant and polite, speaking several languages.

In previous decades, academics and practitioners have treated sport and tourism as separate spheres of activity, and integration of the two disciplines has been rare. In terms of popular participation and many aspects of practice, however, they are inextricably linked.

These links have been strengthened in recent years due to several new influences and trends. These include the common contribution of sport and tourism to economic regeneration; the heightened sense of the benefits of exercise for health; and the increased media profile of international sport and sporting events.

Major sporting events have become important tourist attractions, and events such as the Olympic Games can bring long lasting benefits to a host city in terms of infrastructure improvements and increased tourism. Likewise, tourism has served as an incubator for new sports disciplines such as volleyball and snowboarding which have developed into competitive events as they have grown in popularity.

Broadly defined, sport tourism includes travel away from one's primary residence to participate in a sport activity for recreation or competition, travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a sports hall of fame or water park. Sport, in itself, is defined in various ways and from different perspectives. For example, in North America, the terminology of sport is often narrowly associated with competitive play involving concepts of time, space, and formalized rules (Mullin, Hardy, and Sutton, 1993).

Tourism, like sport, lacks a common definition. International organizations, such as the World Tourism Organization (WTO), the World Travel and Tourism Council (WTTC), and the Organization of Cooperation and Development (OECD), have long labored over the task of developing both supply and demand side definitions of tourism.

To better understand the supply-side development of sport tourism Kurtzman and Zauhar have identified five major areas: attractions, resorts, cruises, tours, and events. Following is a discussion of each of these areas.

Sport tourism attractions are destinations that provide the tourist with things to see and do related to sport. Attractions can be natural (parks, mountains, wildlife) or human-made (museums, stadiums, stores).

General characteristics represented in this core area of sport tourism include visitations to:

- *State-of-the-art sport facilities and/or unique sports facilities that generally house sports events, such as stadiums, arenas, and domes;*
- *Sport museums and hall/walls of fame dedicated to sport heritage and to honoring sport heroes and leaders;*
- *Sport theme parks including water parks, summer ski jumps, bungee jumping;*
- *Hiking trails developed for exploring nature;*
- *Sport retail stores.*

Sport tourism resorts represent well-planned and integrated resort complexes with sports or health as their primary focus and marketing strategy. In many situations, these vacation centers have high standard facilities and services available to the sport tourist. This is one of the main industries for small countries such Romania.

For many groups, sport activities have become a very important component of the meeting agenda as they help build camaraderie and team spirit, and offer excellent networking opportunities. Others believe that the relaxed atmosphere of a resort keeps delegates from getting bogged down or frustrated with the meeting and even allows for more open thinking - bad news or change tends to be accepted more readily.

The sport tourism cruise category incorporates all boat-related trips that have sports or sporting activities as their principal market strategy. Many ships built today resemble hotels and resorts and have unique sports installations. They also utilize guest sports celebrities as a marketing tool. To further satisfy the sport tourist, cruise ships often arrange special transportation to provide guests opportunities for golf, tennis, snorkeling, waterskiing, etc., in unique and varied water environments.

Sport tourism tours bring visitors to their favorite sport event, facility, or destination throughout the world. These tours may be self guided or organized depending upon access, location, and nature of the activity.

For example, many ski tour packages provide air travel, accommodation, local transportation, and ski lift tickets with no special guide or amenities. In contrast, some companies specialize in travel packages that fly fans to an away game, put them up in a hotel for a few nights, provide tickets to the contest, arrange for a cocktail party and pre game briefing with media, schedule a post game reception with players and coaches, and then return fans safely home.

Sport tours may include visitations to sport museums and stadiums as well as events or games in multiple locations lasting anywhere from one to two weeks.

The sport tourism event category refers to those sports activities that attract a sizable number of visiting participants and/or spectators. Visitor types vary depending on the sport event, and some are obviously more spectator driven than others (e.g., Olympic Games versus the National Amateur Shuffleboard Championship).

Furthermore, these sport tourism events have the potential to attract nonresident media and technical personnel such as coaches and other sports officials.

For many cities, sport is seen as a new niche market, and they receive encouragement to obtain major sport events, particularly from hotels, as they see a major impact from such events on their off-season and weekend business.

Romania has a rich tourism potential and offers a wide range of tourist proposals of general interest or study. Outdoor activities are practiced enthusiastically in Romania, for a long time.

Many authors in their works Romanians, who have treated the phenomenon of tourism and dissertation focused on recreational tourism axis based on the sea and mountain tourism. Tourism when Romanians, principal forms of relaxation have been dismissed from the sea or the mountains and a big part of the populations preferred health tourism as an integral part of the offer of resorts of Romania.

Sport tourism can be broken down into five main categories: attractions, resorts, cruises, tours, and events. Each of these categories draws from other tourism sectors such as adventure tourism, health tourism, nature tourism, educational tourism, and leisure tourism.

Local literature specialist, the authors discuss the problem of leisure tourism include the manifestation and sport tourism. Also the same authors are not specifying the correct terms, namely taxonomies related to sports tourism and sports tourism. Also terms definitions are enclosed by soft or hard.

*Sport tourism* - sometimes referred to as "sports tourism" - refers to travel away from home to play sport, watch sport, or to visit a sports attraction, and includes both competitive and noncompetitive activities.

- What is Sport Tourism?
- Dimensional concept involving sport and tourism?
  1. Travel to play sport
  2. Travel to watch sport
  3. Travel to sport attractions (vacations where sport is secondary motivation).

Adventure tourism is increasingly recognized as a discipline in its own right. The adventure market is generally split into two categories: hard and soft. The first, sometimes called extreme, attracts "danger rangers," as it involves strenuous physical exertion with risk to life and limb. This includes activities such as rock climbing, heli-skiing, or white-water kayaking. The second, who includes activities such as snow-coach exploration of glaciers, aims at no adrenaline addicts and families.

**Sport - tourism** in *soft definition*: primarily active recreational participation in sport. ("Fun Runs", hiking / walking, cycling tours, canoeing)

*Hard definition*: passive or active participation at a *competitive* sporting event (ex. National/International events, Bucharest marathon, Olympic games, soccer matches, etc).

**Tourism - sport** in *soft definition*: Visitors who engage in some minor form of sport or leisure; their participation is purely incidental. (Ex. mini-golf, rowing, pool/snooker, tennis court hire, etc).

*Hard definition*: Tourists who as a secondary *reinforcement* passively or actively participate in sport (ex. Halls of fame, Sports cruises, Sport museums, staid tours).

*Sport Tourism - general trends*

- Visitors travel because of their passion to watch or play the sport (sport fans or active holiday makers)
- Growing importance of sporting events
- Fastest growing sector of the global travel and tourism industry

*Impact of big sport events*

- Quantitative effects
  - Economic effects (value creation & purchasing power, employment, fiscal effects)
  - Tourism (short term & long term effects)
  - Infrastructure (transportation network & sport facilities)

- Qualitative effects
  - Identification effects on own population
  - Improvement of sportive framework
  - Improvement of image (for tourism and economy)
  - Social effects (sport values and integration)
  - Political effects (foreign and domestic policy)

Sport tourism is one of the fastest growing sectors in the tourism industry.

Banat area, west region of Romania is characterized by variety and heterogeneity caused primarily by the distribution of relief on the ground that makes possible a division of counties of the region into two main categories. Thus, the most economically developed counties, Timis and Arad, have a predominantly plain relief, making tourism based on the objectives to be predominantly anthropogenic.

Instead, less developed counties in terms of economic, Banat areas have a tourism activity based on resources and natural objectives.

From the analysis of existing tourism resources and anthropogenic conclude that the space provided by the county of Caras-Severin is most favorable in the Banat area for practicing active tourism, sporting and adventure in all its forms, this providing the specific conduct, namely areas with steep limestone mountain climbing, streams rushed for canyoning and river rafting, caves and potholes to practice speleological, skiing slopes for skiing and snowboarding site and off-road for endure cross practice site, or off-road cycle tourism 4x4.

A first step is to establish and identify forms of active tourism, sporting and adventure and the area in which it is practiced, and the establishment of rules regarding the activities for each category of tourism in hand.

**Rafting** or fast water rowing is a sport outdoor water means lowering the fast mountain river with inflatable boats, in teams of two or more persons. Most appropriate place in the Banat region de practice this adventure sport is Nera river valley

**Canoeing** is a paddle sport in which you kneel or sit facing forward in an open or closed-decked canoe, and propel yourself with a single-bladed paddle, under your own power.

Recreational aspects of canoeing are not strictly defined, and distinctions are rather artificial and growing increasingly blurred as new hybrid canoes, kayaks, and similar craft are developed. For many groups there is no emphasis on training, the goal is simply to use boats to have fun on the water.

Valiug-Crivaia Area and Three Waters is famous for enthusiasts stays with the object of fun kayak rides.

A **zip-line** consists of a pulley suspended on a cable, usually made of stainless steel, mounted on an incline. It is designed to enable a user propelled by gravity to travel from the top to the bottom of the inclined cable by holding on to, or attaching to, the freely moving pulley.

Zip line tours are becoming popular vacation activities, found at outdoor adventure camps or upscale resorts, where they may be an element on a larger challenge or ropes course.

**Escalade** is the act of scaling defensive walls or ramparts with the aid of ladders, and was a prominent feature of siege warfare in medieval times. It was one of the most direct options available for attacking a fortification, but was also one of the most dangerous.

**Mountain biking** is the sport of riding bicycles off-road, often over rough terrain, using specially designed mountain bikes. Mountain biking can generally be broken down into multiple categories: cross country (XC), trail riding, all mountain, downhill, free ride, slope style, dirt jumping, and trials.

The hilly area near Lugoj was the proper practice of these is the type of sport, young audiences incidence is very high in recent years.

**Nordic Walking** is a total body version of walking that can be enjoyed both by non-athletes as a health-promoting physical activity, and by athletes as a sport. The activity is performed with specially designed walking poles similar to ski poles.

Nordic Walking's concept was developed on the basis of off-season ski-training activity while using one-piece ski poles.

## MATERIALS AND METHODS

**Activity sampling:** The highlighted area of research includes the following counties: Caras-Severin - population: 327.579. In these areas there are the most interesting mountains in the Banat area covered by the development of new forms of sport-tourism.

**The tools of the trade:** here we are referring to the enquiry per-se, which needs to be carefully elaborated. Writing the enquiry means writing the questions, coming to terms with the type of questions asked, the order in which they are aligned and even a logical succession of questions.

### The main objectives for this study are:

Based study was based on questionnaires completed opinion at various sporting events, which involved most accessible adventure sports public, satisfaction of tourists on the potential tourist area of Banat as the location of in sport non-competitive events.

- Consumer behavior towards tourism-related products in Banat areas;
- A study of the level of interest towards this type of tourism, based on the population living in the Banat mountain area of the country;
- Establishing a traveler profile attached to this new type of tourist product, in order to adapt the offer to the consumer needs;

## RESEARCH RESULTS

To a large extent the development of new forms of sport tourism are given the existing infrastructure of accommodation locations in the target and not the least degree of involvement local authorities to cope with the demands required by the modern traveler.

The study ascertaining wants to be a relevant indicator for tourism agencies and refers to the attractiveness of sport tourism as a new form of tourism and promoting new forms of sport- tourism as a form of niche tourism.

In practicing tourism combined with sports, tourist accommodation will play a key role. in Table 1, according to the site infoturism.ro, Timisoara offers the greatest possibilities for accommodation, but for adventure sports are preferred accommodation spaces from Caras- Severin county are dominant accommodation in mountain resorts: Mountain Sasca, Valiug and Little Mountain resort with the highest demands.

**Table 1**

**Top destinations Banat area (no. total accommodation/location/2013)**

Locations	No. tourist
Timisoara	7525
Poiana Marului	5331
Sasca Montana	2964
Muntele Mic	1630
Valiug Crivaia	1073
Lugoj	1037
Paulis	890

Semenic	855
Caransebes	854
Bozovici	244

Sources: www.infoturism.ro

Travelers seeking accommodation in the proportion of 50% in private pensions in Caras-Severin County, close in location venue sporting events (Table 2).

**Table 2**

**Types of accommodation, in 2013**

Hotels	3
Pensions	29
Villas	12
Holiday homes	3
Hostel	1
Homes	7

Sources: www.banatour.eu, www.insse.ro

In regards to whom they like to travel with, 53,3% of the respondents chose friends, seconded by family: 48% and 37,3%% of them chose their significant other. Last two answers fell onto the “others” category (Table 3).

**Table 3**

**People in whose company you like to travel**

	Absolute frequency	Relative frequency
<b>Alone</b>	34	22,7%
<b>With family</b>	72	48%
<b>With friends</b>	80	53,3%
<b>With significant other</b>	56	37,3%
<b>Children camps</b>	5	3,3%
<b>With colleagues</b>	5	3,3%

71,33% of respondents claim to know what the term “recreational sport tourism” means, 23,33% of them partially know what it’s about, and 5,33% do not know this term at all.

**Table 4**

**Knowledge of the term “new sports tourism”**

Do you know the term “recreational sports tourism”?					
		Absolute frequency	Relative frequency	Valid frequency	Cumulated frequency
Valid answers	Yes	107	71,3	71,3	71,3
	No	8	5,3	5,3	76,7
	Partial	35	23,3	23,3	100,0
	<b>Total</b>	<b>150</b>	<b>100,0</b>	<b>100,0</b>	

**Table 5**

**An evaluation of new sports activities**

	Respondents	Minimum value	Maximum value	Average
<b>Rafting</b>	6	5,00	5,00	5,0000
<b>Canoening</b>	4	4,00	5,00	4,5000

<b>Zip-lining</b>	9	1,00	5,00	4,2222
<b>Escalading</b>	7	2,00	5,00	3,8571
<b>Mountainbiking</b>	12	2,00	5,00	4,3333
<b>Nordic Walking</b>	38	3,00	5,00	4,1053

Rafting scores the maximum possible average-5, but the rest of the sports-related activities maintain high averages also. A high deviation rate can be seen on mountain climbing, escalading and zip-lining, with an approximately 1, 3. Nord walking is very well accepted by the public respondent available Banat Mountains area offering trails ideal for weekend sport.

**Table 6**

<b>Meaningful traits</b>		
	<b>Absolute frequency</b>	<b>Relative frequency</b>
<b>Courage</b>	101	67,3%
<b>Will</b>	55	36,7%
<b>Physical training</b>	135	90%
<b>Team spirit</b>	54	36%
<b>Discipline</b>	82	54,7%
<b>Professional gear</b>	116	77,3%

A feature of the present study was to establish the profile of the new tourist eager to sport tourism as a new form of interest in silent Mountain Banat. It takes courage, commitment, physical training, team spirit, high motivation, but solid material basis.

Physical training is considered a must by 90% of the respondents, followed by profession gear scoring a 77, 3% and courage 67, 3% (Table 6).

### **CONCLUSION**

Depending on the direction of the research-related activity, this investigation bears the mark of an applicative nature, due to the fact that it intends to find solutions to the afore-mentioned problems, and depending on the nature of the problem, it is of a descriptive nature, because it will also produce a character sheet of the consumers' behavior in the designated area.

Tourism still represents, for Romanian Banat, a domain of potential development. Its importance could be vital in the areas situated well below the average value of regional development and which concentrate valuable resources. The local financial and organizing incapacity of the local authorities puts the capitalization role on to the free market.

Being of quantitative nature as well, this endeavor's research data will be obtained via face-to-face questioning, by means of enquiry.

- New life experience is an important aspect when it comes to traveling and sport motivation.
- There are no major differences, statistically, between the tourists' motivational aspects when it comes to traveling and sports activities.
- There are no major differences, statistically, between the different age categories when it comes to grasping the concept of recreational sports tourism.

- The tool most frequently used when it comes to holiday documentation is the Internet.

Tourists who prefer adventure sports in general is young, healthy, with a special physical training motivated to try new challenges, with above average financial situation, generally graduate, who prefer to spend with family or friends for new sports adventures in the mountains of the Banat areas.

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