

A QUALITATIVE EVALUATION OF THE TOURIST OFFER ON "MUNTELE MIC" STATISTICAL ASPECTS

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Abstract: The paper sets out to analyze the tourist offer on "Muntele Mic" in Caras Severin county, from the point of view of the consumers' demands. The study has been carried out following the pandemic, so that the results interpreted statistically may constitute a quality indicator for tourism entrepreneurs in this region of the country as well as for tourists interested in spending their spare time in a location of natural beauty and homely comfort.

Key words: Muntele Mic, mountain tourism, tourist accommodations

INTRODUCTION

The "Muntele Mic" location in Caras Severin is an important tourist spot in the western area of Romania, both by geographical positioning and the specific mountain landscape, as well as by a wide range of tourist offers provided by the administrators or owners of resorts. [1,2,4,5,] The beauty of the places, especially the ruins of Ovidiu's tower from Ruieni, have been stealing the show since the Middle Ages, writers and poets have long contemplated them. The Muntele Mic Mountain is found between the Retezat, Godeanu, and Tarcu mountains with a maximum altitude of 1802 meters. The place is located at the foot of the southern slope of the Tarcu Mountains at an altitude of 1252 meters, in the winter season, it is one of the most privileged in the country because the snow lasts even 180 days a year in the winter season. [3,7,8,9,10]

The work was prepared following the pandemic and it is intended to analyze the aspects related to the preferences of tourists, especially for the mountain area away from the congested areas of the cities. The mountain therefore confers, through the beauty of the landscape and the opportunities to spend quality time outdoors, a consistent tourist attraction, [11,12] all the more so as society has gone through a global disease experiment.

MATERIALS AND METHODS

The study uses the statistical data determined as a result of an opinion survey carried out with the aim of determining the opinions of some tourists, who might have an interest in visiting the tourist area Muntele Mic in Romania. Questions were asked about the types of accommodation that might be of interest to tourists. Likewise, the manner of serving the meal or details regarding the facilities of the tourist spaces were questions to which we wanted to find out the answers addressed by the potential visitors. A number of 50 people responded to the invitation to complete the questionnaire. The period of its completion was 15.04.2022-25.05.2022 The statistical processing was carried out using the SAS Studio application [15]. Tables and diagrams of frequencies, numerical and percentage, crosstab.

RESEARCH RESULTS

A number of 42 people out of the 50 respondents, i.e. 84% stated that they visited the Muntele Mic tourist area [6].

Following the statistical analysis from the frequency table, it can be seen that accommodation at the guesthouse is more applicable than the caravan, so that the selection of the clientele's tastes for a stay at Muntele Mic is one of comfort and relaxation.

The conditions are also requested to be 4-star ones, with no value for the prices or the price-quality ratio in this tourist area is an appreciated one. As can be seen from the tables, du pa consumers turn to accommodation with meals and superior quality accommodation.

Table 1.

Frequency table regarding the answers to the question Have you visited the Muntele Mic tourist area?

Have you visited the Muntele Mic tourist area?	Frequency	Percent
Yes	42	84.00 %
Not	8	16.00 %

Table 2.

Crosstab representations related to the questions: -Have you visited the Muntele Mic tourist area? respectively - What are the criteria for choosing a guesthouse?

What are the criteria for choosing a guesthouse?	Have you visited the Muntele Mic tourist area?		
	Yes	No	Total
BENEFITS	25 * 89.29% ** 59.52%	3 10.71% 37.50%	28 100%
Distance from tourist attractions	9 * 90.00% ** 21.43	1 10.00% 12.50	10 100%
Price	8 * 66.67% ** 19.05	4 33.33% 50.00	12 100%
Total	42 ** 100%	8 100%	50

*Percentage frequencies calculated according to the table lines

**Percentage frequencies calculated by table columns

Table 3.

Frequency table regarding the answers to the question - What type of accommodation did you prefer?

What type of accommodation did you prefer?	Frequency	Percent
Frequency Missing = 3		
Camping	7	14.89
Guest house	36	76.60
Camper van	4	8.51

Table 4.

Frequency table regarding the answers to the question -Would you opt for a pet friendly boarding house?

Would you opt for a pet friendly guesthouse?	Frequency	Percent
Frequency Missing = 1		
Yes	40	81.63
Not	9	18.37

Table 5.

Frequency table regarding the answers to the question - What are the benefits for which you choose a boarding house?

What are the benefits for choosing a guesthouse?	Frequency	Percent
Frequency Missing = 4		
Basin	1	2.17
Pool, Restaurant	1	2.17
Pool, Sauna	1	2.17
Pool, Sauna, Restaurant	1	2.17
Jacuzzi	4	8.70
Jacuzzi, Pool	2	4.35
Jacuzzi, Pool, Sauna	1	2.17
Jacuzzi, Restaurant	3	6.52
Jacuzzi, Sauna	1	2.17
Jacuzzi, Sauna, Restaurant	2	4.35
Restaurant	22	47.83
Sauna	6	13.04
Sauna, Restaurant	1	2.17

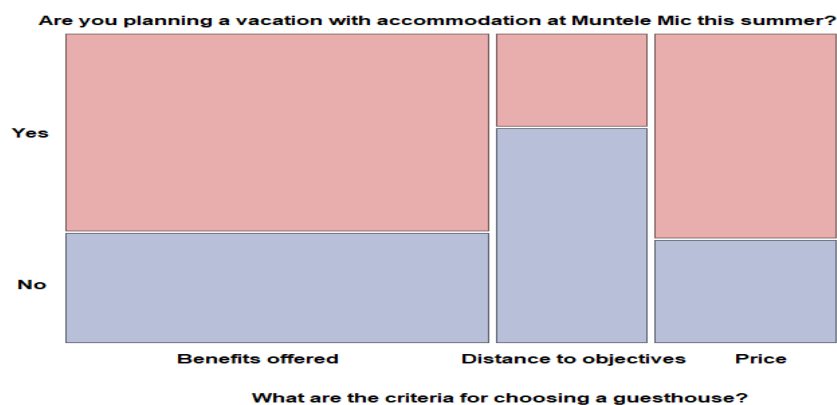


Figure 1. Frequency diagram regarding the answers to the question What are the criteria according to which you would choose a guesthouse?, in relation to the question if they planned a vacation at Muntele Mic this summer

Source: Statistical processing using SAS Studio, year 2022

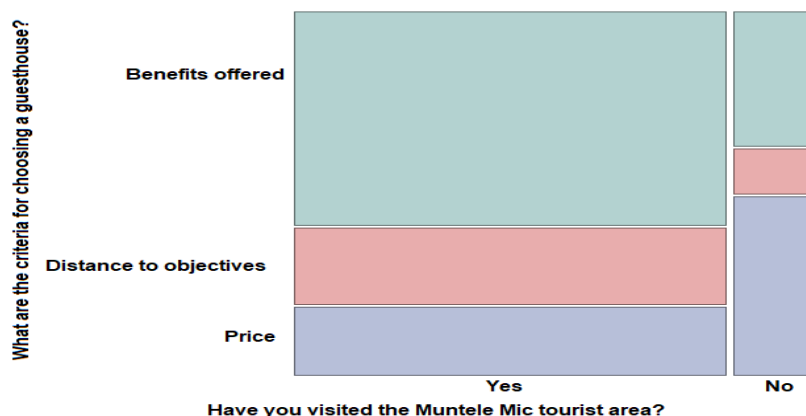


Figure 2. Frequency diagram regarding the answers to the question - What are the criteria according to which you would choose a guesthouse?, in relation to the question whether they have visited Muntele Mic

Source: Statistical processing using SAS Studio, year 2022

In order to test whether there is an association between the answers that the respondents gave to the question of whether they visited Muntele Mic and the criteria for choosing a guesthouse, the SAS Studio procedure was used [14]. The frequency distributions do not differ significantly, the Chi-Square values respectively p at a threshold $\alpha=5\%$ are not significant ($\chi^2=3.53$, $p=0.17$).

Table 6.

Testing of the frequency association relative to the answers supplied to the question - What are the criteria for which you would choose a guesthouse?, in relation to the question whether they visited Muntele Mic

Statistical	DF	Value	Prob
Chi-Square	2	3.5325	0.1710
Likelihood Ratio Chi-Square	2	3.1210	0.2100
Mantel-Haenszel Chi-Square	1	2.6494	0.1036

Table 6.

Frequency table regarding the answers to the question - If you stayed at a guesthouse in the Muntele Mic tourist area, would you return to the same guesthouse or would you choose another?

If you stayed at a guesthouse in the Muntele Mic tourist area, would you return to the same guesthouse or would you choose another?	Frequency	Percent
Frequency Missing = 3		
Same	32	68.09
Other	15	31.91

Table 7.

Frequency table regarding the answers to the question - If you chose "other" in the above question, for what reasons did you choose this answer?

Why did you choose this answer?	Frequency	Percent
Frequency Missing = 7		
Another	2	4.65
kitchen	9	20.93
The kitchen, the price	4	9.30
Cleaning	1	2.33
Cleaning, Other - please fill in below	1	2.33
Cleaning, Kitchen	2	4.65
Cleaning, Kitchen, Price	3	6.98
Desire to visit other places	1	2.33
I like to change places of accommodation	1	2.33
Price	18	41.86
I like to try new things	1	2.33

CONCLUSIONS

The questionnaire was carried out to verify what degree of public awareness and visiting Muntele Mic has reached. The questionnaire consisted of only 10 questions, because we wanted to find a common denominator, easy to identify for the needs of the tourists. Therefore, these questions were made with simple answer variants, easy to interpret both for the reader and to have a more concise result [13].

The questionnaire was distributed on several social media pages, and a total of 50 people responded. Of the 50 people participating in this study, 42 people visited the resort, and 8 people did not visit the Muntele Mic resort.

The obtained results can be presented both to the guesthouse owners and to the staff in charge of the tourist resort, but especially during the winter when the number of tourists is increasing, and the sports activity is increasing from year to year.

From the results obtained, it can be seen that tourists like diversity, this implying the fact that although they go to the same resort, most of them want to change the place of accommodation to try as many as possible. The main option that tourists look for when choosing an accommodation is the restaurant, followed by the benefits offered by a guesthouse such as sauna and swimming pool. At the same time from year to year, although some tourists would choose the same accommodation location, they may also turn to other accommodations, the main reason being the price, followed by the benefit of a restaurant and then by benefits such as a sauna or a swimming pool.

Having obtained these results and the answers discussed above, it is possible to find out if the number of existing accommodation places is sufficient for the flow of already existing tourists, the way to advertise the mountain area as much as possible, the signing of partnership contracts with various associations and sports clubs that can practice cantonments throughout the year.

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