

## **STATISTIC POLL - INSTRUMENT OF STUDY OF BALNEARY TOURISM ON ROMANIAN SEASIDE**

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**ABSTRACT:** *Investigation based on poll is the most used method of selective research of a collectivity. In the field of tourism, it can provide relevant data concerning particularities of touring demand during a certain period and area, as well as concerns a certain form of tourism. The investigation used to achieve the poll within balneary touring area of Romanian seaside, is conducted on representative fraction of statistic population, according to the number of tourists, and it is focused on the characteristics of the demand for balneary tourism present in the area of the Romanian seaside, the attitude, thoughts and needs of the tourists.*

**KEY WORDS:** *statistic poll, sample, statistic population, balneary tourism, touristic research*

### **1. INTRODUCTION**

Conducting an investigation based on poll requires a sum of specific activities, with a strongly connected, that can be evinced under the shape of the following stages as: definition of research object and setting of the research objectives, hypotheses and type of research, creation of questionnaire, setting of the methodology of research of the population taking part in the research, the sample and sampling method, gathering, procession and analysis of obtained data, drawing of conclusions. Starting from these elements we may say that this research target is the Attitude, consideration and motivation of the demand for balneary tourism on the Romanian shore of the Black Sea.” Under these circumstances, we may say that the conducted study identified with descriptive research. Poll investigation is conditioned by clear setting of objectives that are relevant to the target as: identification of the frequency of seaside visitation by tourists for balneary treatments, duration of tourists’ vacation for balneary treatment,

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identification of tourists' source of information to help them opt for balneary resorts on Romanian concerning balneary natural factors of the Romanian seaside, tourists' choice of transportation, tourist level of satisfaction of the existing conditions of accommodation, of restaurant services, evaluation of the amount of spent money during seaside vacation for balneary treatment, identification of tourists' income category, tourists' intention to come back repeatedly on Romanian seaside for balneary treatments, apprehension of their suggestions and recommendations to determine an increase in the quality of services of Romanian seaside balneary tourism.

The population that is the research object of this study is formed of all of the Romanian tourists that came on Romanian seaside to Saturn resort during the third trimester of 2008 (July – September 2008), for balneary treatments. Considering the precision level of the results of 0.8611 ( $z=1.48$ ) for an error level of 5%, the volume of the sample has been determined according to formula:

$$n = \frac{z^2 \cdot p(1-p)}{\Delta_w^2} = \frac{1,48^2 \cdot 0,54 \cdot (1-0,54)}{0,05^2} = 218 \text{ tourists} \quad (1)$$

where:

n - the size of the sample

z - the coefficient that corresponds to the precision level of the results

p - ratio of sample components that present the characteristic under research (ratio of tourists' gender)

$\Delta_w$  - maximum admitted error ( $\pm 5\%$ ).

Thus, I had distributed 218 questionnaires, of which I received 209 back that can be considered valid according to questions, and 9 questionnaires were incomplete and I eliminated them.

## 2. ANALYSIS AND INTERPRETATION OF POLL DATA

A lot of tourists that arrived on Romanian seaside for balneary tourism are constant clients of this form of tourism, that is, out of the 209 questioned tourists, 138, that is 66% of them stated that they returned to Romanian seaside for the forth time and more and 48 tourists, that is 23% stated their third return on this seaside and 21 tourists - 10% stated that they are here for the second time. The age of the persons that took part in the poll are those between 36-45 years old of a 22.01% ratio, followed on the second place by those of 46-55 years old with a 19.62% ration and on the third place are situated the persons of 26-35 years old with a 16.75% ratio.

Close to the above-mentioned, there are tourists of 56-65 years old with a 15.31% ratio and above 65 years old with a 14.83% ratio. Seaside balneary tourism does not address necessarily to the older people, but to individuals in their mid-life an even to young people, this result can be explained owing to the particularity of the seaside balneary tourism, that is during summer season more and more young tourists and tourists in their mid-life opt for the Romanian seaside, that by its natural and balneal-climatic factors provide excellent conditions for tourism in general and are

closely connected to balneary tourism. Duration of seaside vacation for balneary tourism was of 18 days for 47% of the questioned tourists; More likely to spend more time on this seaside, around 18 days, for balneary treatments are tourists of age between 46 and over 65 years, that is 40% of all tourists, and they are usually retired individuals or about to retire from work, so that their time allocated to balneary tourism is much higher, in comparison to younger persons, among 25 and 45 years old, that register a duration of vacation of maximum 7 or 6 days, according to their holiday leave from work.

The main source of information for tourists is "recommendation from their specialist doctor", followed by "suggestion from their relatives" and on the third place, they considered the touring agencies. The main method of acquiring treatment tickets by tourists is by means of subvention from the National Fund for Pension and Social Security (CNPAS), that is a ratio of 51.19%, meaning 107 tourists, then 78 tourists bought treatment tickets by means of tourism agencies, that is a ratio of 37.32%. Only 19 tourists bought treatment tickets by means of union house, that is 9%, and 5 tourists - 2.39%, acquired their tickets by means of Health Insurance County Fund (CJAS).

As concerns the natural and balneary factors of the Romanian seaside, the mostly considered is "the marine bio-climate rich in aerosols and solar radiations", followed on the second place by "the salty water of the Black Sea", on the third place "the mineral mesothermal sulphurous waters" and on the fourth place "sapropelic mud of Techirghiol Lake".

Personal car is the most used means of transportation in the seaside balneary tourism, used by 43% of tourists. It is closely followed by railway means of transportation, so that train is used by 40% of the tourists that come on Romanian seaside and transportation by means of bus is situated on the third position with only 17%. Concerning services provided by hotels, the level of tourist satisfaction is very good considering the sample that is 45% of the tourists appreciate accommodation services as very good and good, while only 10% of them consider them as poor and slightly satisfactory.

As for the tourists accommodated in three star hotels, they are more satisfied that is 55% of them regarded the services as very good and 36% of them considered services as good. As concerns tourists accommodated in two star hotels, their level of content is not that high comparing with those in three star hotels, so that only 34% of them consider the accommodation as very good, while 57% of them consider it a good place and 8% of them see it as an average accommodation. Generally, tourists' discontent regarding accommodation is generated by some lack of comfort and ambiance of the room, malfunction of installations or cleaning and room-service.

The quality of restaurant services is influenced by the variety of served menu, its quantity and quality, followed by the prompt serving, all of these being emphasized by the ratings obtained that are good towards average as: 40% of tourists appreciated that services in restaurants are good, 28% considered them as average, 16% as poor and 8.62% of them viewed them as very poor; only 7% of the tourists appreciated that restaurant services are very good. Tourists' appreciation as concerns balneary treatments show a very high level of satisfaction. Thus, 89% of the tourists consider that seaside balneary treatments are very good and 11% of them think they are good.

The high level of satisfaction among tourists as regards balneary treatments is generated mainly by treatments of curing type and wellness, that have been appreciated as very good by 194 of tourists, meaning 93%; on the second place they appreciated the competence and professionalism of medical personnel, considered very good by 189 of tourists, that is 90%, on the third place, they consider the quality of balneary treatments, that is viewed as very good by 183 of tourists, meaning 88%, and on the fourth place, they appreciated the variety of balneary treatments, 178 tourists, that is 85%, thought they are very good.

Tourists' appreciation concerning the range of seaside leisure activities shows a high level of satisfaction. Thus 38% of them consider that seaside entertainment activities are very good, 43% of them consider them as good, 5% see them as average, 9% think of them as poor and 5% of the tourists consider seaside entertainment as very poor. 59% of the total of questioned tourists had spent relatively low amounts of money ranging from 100 RON to 500 RON. This aspect demonstrates us once again the government subvention feature of this type of tourism, supported by state budget, under the circumstances that 107 tourists, that is 52% answered that they acquired their tickets by the National Fund for Pension and Social Security (CNPAS), so that the price of the treatment tickets was of 50% state subvention; thus tourists had relatively small expenses left, since 39% of tourists arrived on the seaside for balneary treatments achieve incomes over 1000 RON, 26% achieve incomes ranging between 601-1000 RON, 21% have small incomes of only 300 RON, and 13% have an income between 301-600 RON.

### 3. CONCLUSIONS

The conducted poll has been an experimental one that shall represent a starting point to conduct polls inside the other balneary resorts of Romanian seaside that is inside balneary sanatorium in Mangalia and Techirghiol. We consider that on the entire Romanian seaside, balneary resorts present with particularities as concerns balneary treatments and that is why the questionnaire has to be adapted to them and eventually the poll has to be accordingly divided to present the variation of balneary phenomenon in the resort. At the same time, we wish that the periodicity of conducting the future polls to be trimester-like, so that we can analyze extra-season periods as well. Moreover, we want the future poll to capture international balneary tourism on Romanian seaside, so part of the questionnaire shall need adjustment.

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