

CASE STUDY ON THE APPLICATION OF "GREEN" TOURISM OF ORGANISED CAMPS FOR CHILDREN

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Abstract

The green tourism is a mix between the forms of ecological, countryside, farms, wild, safari, camping, adventure, risk, cultural tourism.

The school camps are receiving units of the children during the holidays, in which operate the teams of skilled animators, whose mission is: "to contribute to framing, education and development of children during school holidays" and constitute an area of dialogue, freedom, solidarity, action and achievement of youth projects and places where the children discover or develop their talents through manual activities, activities of expression, scientific and technical activities sports.

The research theme is the perception of young people concerning the acquisition of tourism products type school camp.

The study objectives are: determining of tourism products purchasing degree "school camp" type and determining the criteria underlying the choice and purchase of one or another tourism products "school camp" type on the market.

Key words

Green tourism, school camp, market research, tourism product.

INTRODUCTION

Undoubtedly, the current tourism is synonymous with economic activity and thus produces a number of positive and negative effects on social life.

In order to have the best results in ecotourism the specialists must study three main elements, namely: tourism product put at tourist's disposal, the Organization offering and not least the institutional arrangements and instruments.

The concept of nature-based tourism is broad and comprehensive, is often used synonymously with other terms such as sustainable, green, rural, adventure tourism. (Forbord M., Schermen M., Gribmair K., 2011).

From a marketing perspective, it is important to better understand how consumers experience different types of tourism and what type of experience they attribute to this. Identifying these experiences is an important mean to help tourism organizations in developing nature tourism by offering products that fit the needs of various segments of customers.

The touristic activities in nature are classified by some experts also depending on the degree of risk. Thus there is a **soft dimension**, which refers to activities involving low risk and low involvement of the tourist

(walks in the mountains, fishing in rivers or freshwater lakes, horseback riding, caving, safari, nature photography, floral course, animal husbandry and care, cooking), but also a hard dimension, which refers to activities with high level of risk that requires intense commitment of the tourist and advanced skills (Ice hiking, biking, climbing, rafting, kayaking, off-road cycling, riding the zip line). Singles and young couples prefer to participate more in the hard activities, while family travelers prefer the soft. (Dolnicar S., Leisch F., 2007)

It can be concluded that the structure of an individual and of his family influence the behavior, the level of expenses, the reasons for the travel, the required activities and the number of trips. (Tangeland T., Aas O., 2010)

The green tourism is a form of alternative tourism which is particularly concerned about the environment and develops the contact with nature.

The green tourism is a mix between the forms of ecological tourism, countryside, farms, wild, safari, camping, adventure, risk, cultural. Therefore, when speaking of green tourism are expressed ideas, values, and feelings about all these forms. (Dinu M., 2006)

Boosting the tourism in Romania is the responsibility ANTREC, which opened regional branches in almost every county and about 800 villages.

From the data of the National Association of Rural, Ecological and Cultural Tourism in Romania about 90% of the agro hostels accommodation are booked or reserved, at national level during the summer.

Traditionally the young population is identified in terms of tourism with socializing, partying, exploring and traveling in nature.

In order to go on a journey they can call on their own resources (for those who have worked part-time), and the resources of the parents and what is very important, to overdrafts, credit cards and especially bank loans (they can pay later). We must say that these loans can be obtained by students both to support themselves over the years of study and for other facilities (such as traveling). (Negruț S., 2004)

In Romania, the students who achieved outstanding results in school and extracurricular activities and are distinguished by their exemplary behavior can receive recommendation for submitting, mainly in specialized trips or camps in the country and abroad. In order to support artistic and sports activities of performance, the Ministry of Education organizes sports or creative arts camps, camps specialized different disciplines or fields of science, technology, art and culture, sports camps, contests, competitions, holiday clubs, trips, expeditions, hiking, cultural events - art and civic education, national and international character. (Henche B., 2004)

Are exempted from paying school camps:

- Orphans, who are entrusted to the care and education by court decision;
- Children in orphanages and other institutions of social protection;

- Students (teams) classified on the places I-III in the national stage of the Olympics on subjects and crafts, sports competitions and at various national and international events;
- The students composing the national and Olympic teams, participating in training camps, on subjects and sports, as well as participation in Olympiads, competitions and national and international competitions;
- Students participating in the national phase of the competitions on subjects and vocational, technical, applied, scientific, cultural, artistic, civic and environmental education, sports and tourism, and for students participating in the national camps in different areas of activity;
- The artistic components of the students highlighted at country level and participating in festivals and profile galas (www.antts.ro)

The school camps are reception units of the children during the holidays, in which operate the teams of skilled animators, whose mission is "to contribute to the classification, education and development of children during school holidays" and constitute an area of dialogue, freedom, solidarity, action and project development for and with youth and places where the children discover or develop their talents through manual activities, activities of expression, scientific and technical activities, sports, etc. (Stănciulescu G., 2006)

Depending on the nature of benefits the typology of leisure services include: services of cultural education, recreation and nature tourism activities, tourism services with character (Vizireanu C., 2012)

In the case of school camps are included in travel packages all these types of services, some to a greater extent, other lower depending on the expectations and aspirations of young people, their motivation, their age, but also the area's touristic flow.

According to the National Institute of Statistics, for the period 2009-2011 there is a regression in both the number of camps and the number of seats in the camps and the number of tourists accommodated in camps, as shown in **Table 1**.

Table 1

The evolution of the camps, the number of seats in the camps and the number of tourists during the period 2009-2011

Year	2009	2010	2011
Number of camps	111	92	69
Number of seat	18875	16874	10689
Number of tourists	84655	65741	65995

Source: National Institute of Statistics

In Romania was established by HG86/1999 the National Agency for Scholar Camps and Tourism, a specialized institution of the National Youth Authority. A.N.T.T.S. organizes national and international scholar tourism

activity, education and youth in collaboration with other departments of the ANT and the School Inspectorates for preschoolers as well as for school teachers and non-teaching personnel in secondary education.

A.N.T.T.S. has under its 41 regional agencies, mostly having an own tourism network, consisting of permanent and seasonal camps as well as tourism bases which are attached to the headquarters of ATTTTS.

The National Agency has a heritage consisting of 196 camps, with a total of 38118 accommodation seats.

The Romanian touristic offer has not changed over time becoming uncompetitive in relation to touristic demand expectations and the similar touristic products on the international market. Therefore, in the last 20 years there has been a continuously decreasing demand in Romania.

It is necessary, therefore, in addition to the upgrading of tourism also creating new tourism products, original programs, attractive and unusual that might attract youth.

The main purpose of management strategies is to raise awareness and to value the fragile state of the environment, to oversee the interdependence between humans and the environment and to track human impact on long-term sustainability of the natural environment. (Ballantyne R., Packer J., Hughes K., 2008)

To illustrate how pupils and students from outside the country spend their free time, we will draw some conclusions of a study applied to English students. In order to go on a journey they can call on their own resources (for those who have worked part-time, and the resources of the parents and that is very important, and the overdrafts, credit cards and especially bank loans (they can pay later). We must say that these loans can be obtained by students both to support themselves over the years of study and for other facilities (such as traveling). Credits are applied very low rates to be easily repaid by borrowers. During this time students have the possibility to handle multiple jobs part-time or full-time. For this reason, among the British students there is a strong tendency to travel and tourism experimenting. However, the lack of funds and time constraints imposed by the need to study and work do not seem to have prevented the vast majority of young people from taking a holiday. Rather, it seems that the desire of students to go on a travel show that they are willing to go beyond the constraints of any kind and often get into debts. (Carr N., 2004)

MATERIAL AND METHODS

The consumer behavior is a system of activities and decision-making processes involved in selecting, purchasing and using products and services. To identify the desires and preferences of young people about the services

they receive in a school camp, we have developed a market survey. (Iordăchescu G., 2011)

The research theme is the perception of young people concerning the acquisition of tourism products type school camp, being called, "*Attitudes, opinions and behaviors of youth on the purchase of camp type touristic products*".

The purpose of the research is to produce an X-ray of purchasing school camp type tourism products among students, motivations analysis, habits, tendencies future use or structure. The aim was: setting the objectives and indicators for analysis, making a draft questionnaire, drafting final questionnaire, the questionnaire, the collection, compilation and processing of data, drawing conclusions questionnaire.

The critical questions that the assessment had to consider are presented in the following table.

Table 2

Critical questions in the market survey

CORE ISSUES BEHAVIOUR REGARDING THE PURCHASE TOURISTIC PRODUCTS	RESEARCHER'S QUESTIONS 1 How often buy young people touristic products? 2 Why do prefer the young people touristic products? 3 Where to buy the young touristic products? 4 What types of touristic products they prefer? 5 What are the characteristics of tourism products that influence the the decision to buy of the young?
ATTITUDES ON CONSUMPTION OF TOURISM PRODUCTS	1 How the young appreciate the harmful effects of tourism products on the environment? 2 How the young appreciate the positive effects of tourism products on themselves?
TOURISTIC PRODUCTS PURCHASE INTENT	1 What will be the purchase intentions of tourism products based on the price, quality and variety of services?

For setting goals and assessing their credibility, the second step of the study, was applying the rule ABCD (Audience, Behavior, Condition, and Degree of fulfillment). According to this, the evaluation is performed on a sample of respondents aged 14 to 20 years without income or middle income, with studies being completed, both female and male, many of whom are dependent parents for choosing the destinations, travel packages, but also financially.

The study objectives: determining type of tourism products purchasing degree "school camp" type, but also determining the criteria underlying the choice and purchase of one or another tourism products "school camp" type on the market.

Data collection was done through survey method, as structured of communication - to all subjects have been given the same questionnaire.

The collection was made "face to face", i.e. through interviews with young people and not by phone, leading to a higher degree of accuracy of the collected data.

The questionnaire comprised 29 questions, many of them with large numbers of variables, which led to a very wide range of data provided for processing, analysis and reporting.

Initially the questionnaire was applied to a number of 20 people for checking the understanding of questions, easiness of completion, the extent of obtaining all necessary information, and after a week it was repeated. Since over 70% of responses were repeated, we believe that this test is a reliable questionnaire. Following this pre-testing the questionnaires were corrected and multiplied for the actual research.

The questionnaire was delimited into 3 sections: A. Purchase of touristic products in general. B. Purchasing school camp type tourism products. C. General information about the interviewee.

The main **technical indicators** were: number of interviewed: we set an effective sample of 100 people, the scope: local place - CTAT "Dumitru Moțoc" Galati temporal coordinates the research: 1 to 30 April 2013, overall research: 30 hours, 1 hour / day, and the margin of error: 5% confidence interval: 95% indicative response rate: 80%.

Gathering and processing the data collected represented the final step of the research.

RESULTS AND CRITICAL REMARKS

The study revealed the following: 65% of respondents have purchased touristic products once a year, 78% of respondents have purchased touristic products type stay, 48% of respondents would purchase touristic products from a travel agency, 73% of respondents states that purchasing touristic products only for holidays, 73% of respondents indicated that tourism products are not promoted enough in Romania. About the advantages that the purchase touristic products from agencies would have, interviewees stated: 52% discount, 17% diversity, 11% quality of accommodations, 10% reduction in acquisition time, 9% higher number of offers 9% quality services, 8% free shipping, 7% greater variety of services offered. In a tourism product school camp type students would like to participate in the following activities: sports - football 24%, 18% swimming, 16% tennis, volleyball 13%, 12%, handball, basketball 6%, 8% preferred visiting museums, visiting the monuments remaining, viewing theater, film, memorial houses, buildings and art galleries significance, 6% wanted achieving specific area cuisine and making sweets 4% of the region, 9% dance , 5% music, 58% of respondents indicated interest in purchasing

touristic products school camp type, 18% are not sure. The seaside resorts are preferred by students: 34% Mamaia, 22% Costinești, the trails are 8% Sinaia, Poiana Brasov 7%. The optimum length of a camp varies as follows: 43% from 5-7 days, 24% from 3-5 days. Interviewed preferred means of transport is the coach for 58%, 32% train. In terms of price 43% of respondents stated that their family can provide a sum of £ 300-500 for a camp, 29% between 500-700 lei. Regarding the positive effects a school camp can have on oneself, they said the following: yes -18% became more sociable, 18% noticed a change in behavior, 7% have gained experience in certain areas; no - 32%. With regard to the negative effects the camps would have on the environment the respondents said 13% that pollutes the environment, 4% may cause fires and 79% did not have any negative effect. Recommendations for travel agents who design school camp type touristic products were: 24% setting affordable prices to all categories of customers, 4% range of offers, the rest stating: including the entertainment services, leisure, greater promotion of the touristic product, gift giving to loyal customers, visiting new destinations, offering a large number of additional services helping needy children 61% of respondents aged 17-18, 34% 16-17 years and 5% between 15-16 years, 66% of respondents are female and 33% male, 70% of respondents living in urban areas and 29% in rural areas, 42% of respondents had both parents employed, only one employee 39%, 7% both unemployed, 5% only one graduate, 3% both with secondary.

CONCLUSION

As a summary of the entire market study, the following conclusions can be drawn: the type of tourism product: stay, destination: Sinaia period: summer vacation, time: 5-7 days; services included transportation, accommodation, food, entertainment, means of transport: bus, price: 600 USD, participation in activities: sports (soccer, swimming, tennis, volleyball, handball, cultural (visit the monuments) with traditional character (making traditional products of the area, dance) accompanying persons: friends, colleagues, advantages: discounts.

Based on the conclusions stated above we performed a simulation of such a tourism product of "school camp" type.

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