

## ANALYSIS OF TOURISM MOTIVATION TOWARD MARKET SEGMENTATION AND STRATEGIC MANAGEMENT OF BUCOVINA DESTINATION

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### Abstract

*Bucovina is an important destination within Romania, in the North-East of the country. Since years, the core motivation for travelling to Bucovina was culture and nature.*

*In the last period of time was a pressure for a continue development of tourism within the region. The government and tourism stakeholders are making a major commitment to developing the sector. Despite the good intentions, due a misunderstanding of tourism complexity, are invested efforts in developing tourism offers that are not necessary addressing to a tourism need. For this purpose, a reconfirmation of motivation of tourists coming to Bucovina was needed.*

**Key words:** *Market segmentation, Tourism motivation, Strategic management, Tourism destination, Destination management.*

**JEL classification:** *L83, O18, O21, C93*

### 1. INTRODUCTION. BACKGROUND OF THE RESEARCH

Bucovina is an important destination within Romania, in the North-East of the country. Since years, the core motivation for travelling to Bucovina was culture and nature.

In the last period of time was a pressure for a continue development of tourism within the region. The government and tourism stakeholders are making a major commitment to developing the sector. Despite the good intentions, due to a misunderstanding of tourism complexity, are invested efforts in developing tourism offers that are not necessary addressing to a tourism need (Howie, F, 2003). For this purpose, a reconfirmation of motivation of tourists coming to Bucovina was needed (*Tourism Strategy for the Bucovina, 2009*).

The resources of the region for tourism are given especially by nature and cultural heritage: 8 painted monasteries and churches which belong to UNESCO heritage and another 86 which belong to the national heritage, 92 creation and craftsman shops, archaeological sites: 14 museums and 4 memorial houses, tourism resorts of local and national interest, 22 national reservations and a large number of accommodation structures (Chașovșchi, 2006).

Without any doubt, a growing tourism industry has an important positive impact on the economy and the society of a country (European Travel Commission, 2007). Tourism has a strategic importance for the Bucovina Area. It is one of the few sectors where Bucovina has clear competitive

advantages. But there is still a great deal to be achieved – including better segmentation of the offer, of value proposals and an increasing of quality. Instead doing this, the actions of policy makers in tourism and of local entrepreneurs are striving to offer "all for everyone", in the effort of developing the area. The good intentions are positive, but, the strategy "selling all to everyone" can with the time destroy the most important assets of the area: traditions of rural landscape in a peaceful nature.

**Market segmentation** is necessary because people travel for different reasons. Each segment has different marketing requirements and specific characteristics (European Travel Commission, 2007). This is also the case concerning **information** as part of the tourism product of each market segment as well as information required and communication channels used to promote the tourism offer and to address target groups in the respective market segments (Pike, 2008).

Market segmentation can be defined as the process through which people (both tourism providers and consumers) with similar needs are grouped together so that a tourism business/organization can use greater precision in serving and communicating with these.

In order to supply information for Bucovina tourism market segmentation, we developed a research of motivation of the tourists coming to the destination.

## 2. RESEARCH METHODOLOGY

The research objective was to identify the motivation of tourists coming to Bucovina Area. This was accomplished through three tasks:

- Development of questionnaire according to information from previous studies;
- The motivation research survey of tourists in to Bucovina Area. The project involved a direct survey of visitors near several tourism objectives within the area.

The survey was designed to deliver information on following issues: preferences of these tourists, source of information for travel organisation and decision-making process, values associated with Bucovina. The survey included also questions regarding previous visitation to Bucovina, estimated expenditures during the trip; attitudes toward travelling, accommodation, overall satisfaction, social/psychological motivations.

The questionnaire survey was administered directly by a team of operators and the procedure resulted in 109 usable questionnaires.

In the presentation here bellow we will refer mainly to the questions that were relevant for motivation analysis and for future market segmentation.

The results of the analysis show that 73.4% of respondents are Romanian, 1.8% are from Republic of Moldova, and 5.4% equal cumulative percentage are from America, England, Austria, Germany, Italy and the USA. Participants in the study are almost from all over Romania, higher percentages achieving districts: Bucharest (11%), Cluj-Napoca (5.5%), Science (7.3%), Constanța (4.6%), Timișoara (5.5%), Suceava (3.7%), Bacău (3.7%), Brașov, Piatra Neamț, and Satu Mare with 2.8% each.

## 3. SUMMARY OF RESULTS

The main reason for tourists to choose Bucovina as a holiday destination, in order of importance are: Entertainment / Recreation / Holiday (56.9%), Relaxation in nature (36.7%), Pilgrim (19.3%), Discover other traditions and customs (17.4%), Active tourism in nature, Discover cultural values and local cuisine, with a percentage of 13.8% each. Then, on 6<sup>th</sup> place are situated Visiting friends / relatives (12.8%), Country life (11.9%), Business / Conferences / Professional (11%) and Health and treatment (6.4%).

Asked to name the reasons why they choose Bucovina to spend their holidays, tourists interviewed mentioned: Previous visits (38.5%), Recommendation of a friend / relative (25.7%), Information on the Internet (16.5 %), Bucovina tourist guide (14.7%), (11%). Other reasons, with a lower percentage, but not unimportant are: Family history (9.2%), Recommendation of a travel agent (7.3%), An article

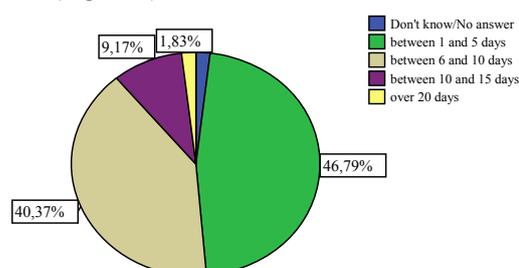
in a newspaper / magazine (6.4 %), Article on a television / radio (3.7%), Visiting a tourism fair (2.8%), Visiting a travel agent / tour operator (2.8%) (Table 1).

**Table 1 - Reasons to choose Bucovina for holiday**

Reasons to choose Bucovina for holiday	Frequency	Percentage
Previous visits	42	38.5
Recommendation of a friend / relative	28	25.7
Information on the Internet	18	16.5
A brochure presenting Bucovina – Bucovina tourist guide	16	14.7
Visiting a friend / relative	12	11.0
Family history	10	9.2
Recommendation of a travel agent	8	7.3
An article in a newspaper / magazine	7	6.4
Others ( business, company decision, Bucovina history)	5	4.6
Article on a television / radio	4	3.7
Decision after Visiting a tourism fair	3	2.8
Visiting a travel agent / tour operator	3	2.8
Research/ Education	2	1.8
Visit as a result of a tour	2	1.8

If we presented above the main reasons for visitors to come in Bucovina, in the following question we highlight the main attractions of Bucovina, in order of their importance from the point of view of those who have visited it. Thus, it appears that the strength of Bucovina is and will remain Landscape and Nature (67%), followed in second place by Traditional culture of Bucovina (38.5%), and on 3<sup>rd</sup> place Religion (36.7%). Other attractions that convinced visitors to come to Bucovina were: History of Bucovina (32.1%), Leisure (19.3%), Family history (7.3%), Business (6.4%) and Spa facilities (2.8%).

The time spent in Bucovina, for the tourists who participated in the study, was between 1 and 5 days for 46% of respondents, between 6 and 10 days for 40.6% of tourists. The remaining tourists spent 10 days in Bucovina, or have not responded to this question (Figure 1).



**Figure 1 - Time spent in Bucovina**

Percentage of returning tourists in Bucovina is very high, about 69.7% of the total sample.

As main reasons invoked to justify why tourists chose Bucovina region to spend holidays and not other tourist destinations in Romania, we include, in order of importance: Specific activities or attractions of the area (37.6%), Recommendations (33.9%) Curiosity (26.6%), Accessibility (25.7%), Price (15.6%), Quick access to travel information (2.8%), Security / Safety (1.8%).

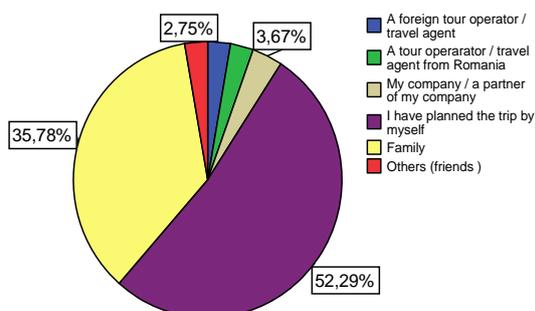
Although each region is unique, probably tourists tend to associate them because they have many similarities: very many monasteries, traditional Romanian village life still present, history preservation, etc.

In trying to find out which part of Bucovina is more attractive for tourists, we divided Bucovina into five regions, and after questioning tourists, we obtained the following results: 80.7% of the tourists have visited or will choose to visit the Rădăuți - Sucevița - Putna Region in the upcoming holiday, 60.6% of tourists have visited or will visit in the future Vatra Dornei, 55% who visited or will visit in next holiday the region Humor - Cîmpulung, 38.5% have visited or will visit in the future Suceava - Fălticeni region and 15.6% of tourists who have visited or will visit Siret in the next trip.

In what regards organization, from the Romanians 52.3% have organized their own trip and for 35.8% the trip was organized by family. Trips organized by travel agencies are in a very small number (Table 2).

**Table 2 - Organizer of the trip in Bucovina**

Organizer of the trip in Bucovina	Frequency	Percentage
I have planned the trip by myself	57	52.3
Family	39	35.8
My company / a partner of my company	4	3.7
A tour operator / travel agent from Romania	3	2.8
A foreign tour operator / travel agent (Brian Ridley)	3	2.8
Others (friends)	3	2.8
Total	109	100.0



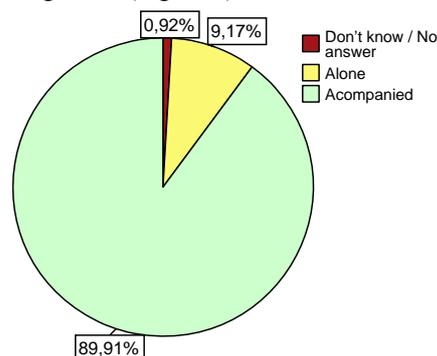
**Figure 2 - Organizer of the trip in Bucovina**

Only 4.6% of tourists have booked online a part of their trip. The main website they accessed were: www.bucovinatravel.ro, www.infopensiuni.ro, www.infotours.ro, www.thomason.co.uk, www.sofiahotel.ro.

**Table 3 - Online booking**

Online booking	Frequency	Percentage
Yes	5	4.6
No	102	93.6
Don't know / No answer	2	1.8
Total	109	100.0

Most tourists (89.9%) are accompanied on their travel by the family or friends and only 9.2% are traveling alone (Figure 3).



**Figure 3 - Type of the travel**

From 89.9% of those travelling with the loved ones, 66.1% are travelling accompanied by the partner, 27.5% by children, 15.6% by adults from the family, 18.3% by other adults and 3.7% by other children.

Among those who travel accompanied by their children, 11.9% have at least two dependent children, 8.3% have a dependent child, 1.8% have three dependent children and 1.8% also have 5 dependent children.

The 15.6% of tourists who are traveling with other adults from the family, 3.7% are accompanied by 2 adults, 2.8% by 4 adults 1.8% by 1 adult or 3 adult respectively.

The frequency with which most tourists travel is at least twice a year (32.1%), followed by those who travel three or even four times a year (28.4%). Others are luckier and travel five times or more often (19.3%). Almost 20% of tourists travelling once a year or less (Figure 4).

The accommodation units that are most preferred are the hotels with 1-3 stars (34.9%), followed by those with 4-5 stars (16%). Beside those categories of accommodations, 13.8% from tourists probably will choose to rent an accommodation unit, 11% will choose camping and B&B accommodation and 7.3% appreciate motels when they visit Bucovina.

Almost 81% from tourists like to travel with their personal car due to the convenience and freedom offered by car, followed by group trips, with a bus or train (6.4% each).

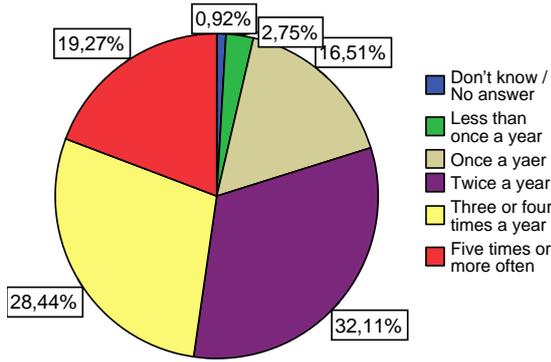


Figure 4 - Frequency of travel

Asked which are the words that describe better Bucovina, tourists answered the following: Cultural (58.7%), Authentic (57.8%), Historical (53.2%), Unique (47.7%), Multifarious (44%), Romantic (18.3%), Vibrant (18.3%) and Mysterious (9.2%).

Through this study, we also tried to estimate which is the image of Bucovina among the visitors. For this purpose we asked to tourists to rate one of six slogans that could represent at best Bucovina. The most appreciate slogan about Bucovina were *Bucovina – Land o Monasteries* (60.5%), and *Bucovina – Spirituality and Culture* (36.7%). We consider that these two slogans are reflecting the USP of the area.

Table 4 - Analysis of the slogan: *I lost my heart in Bucovina*

I lost my heart in Bucovina	Frequency	Percentage
Excellent	32	29.4
Good	12	11.0
Satisfactory	6	5.5
Weak	9	8.3
Very weak	10	9.2
Don't know / No answer	40	36.7
Total	109	100.0

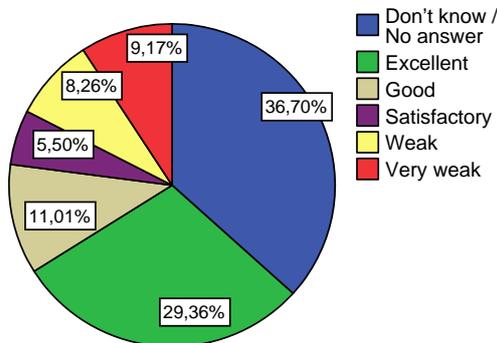


Figure 5 - Analysis of the slogan: *I lost my heart in Bucovina*

Table 5 -Analysis of the slogan: *Bucovina – A well-kept secret*

Bucovina – A well-kept secret	Frequency	Percentage
Excellent	23	21.1
Good	19	17.4
Satisfactory	15	13.8
Weak	8	7.3
Very weak	7	6.4
Don't know / No answer	37	33.9
Total	109	100.0

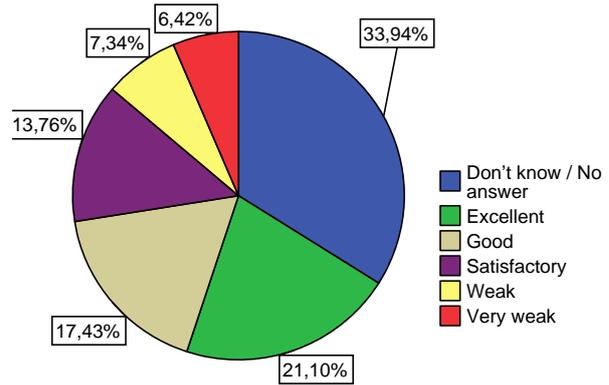


Figure 6 - Analysis of the slogan: *Bucovina – A well-kept secret*

Table 6 - Analysis of the slogan: *Bucovina – A place from another time*

Bucovina – A place from another time	Frequency	Percentage
Excellent	22	20.2
Good	24	22.0
Satisfactory	19	17.4
Weak	7	6.4
Very weak	2	1.8
Don't know / No answer	35	32.1
Total	109	100.0

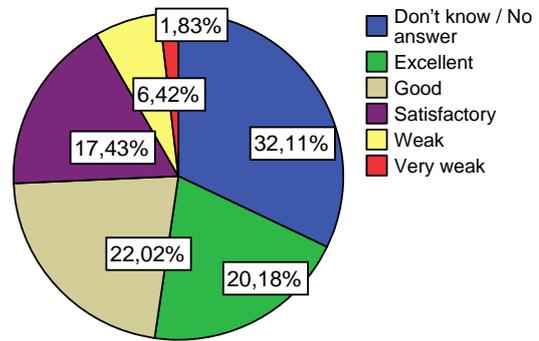
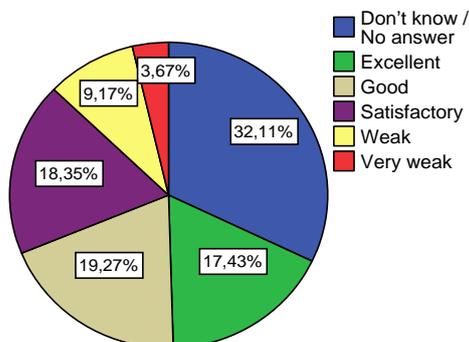


Figure 7 - Analysis of the slogan: *Bucovina – A place from another time*

**Table 7 - Analysis of the slogan: Sacred Bucovina**

Sacred Bucovina	Frequency	Percentage
Excellent	19	17.4
Good	21	19.3
Satisfactory	20	18.3
Weak	10	9.2
Very weak	4	3.7
Don't know / No answer	35	32.1
Total	109	100.0

**Figure 8 - Analysis of the slogan: Sacred Bucovina**

The most important souvenirs preferred by tourists are traditional objects / crafts (traditional clothing, sculptures, painted eggs, ceramics – for 25.7%) and religious objects (icons, prayer beads) for 18.3% and memories for 11.9%.

After they visited Bucovina, the tourists were asked to appreciate how their holiday was in Bucovina. The answers were very encouraging for Bucovina tourism industry: 31.2% of tourists appreciated that their holiday was excellent, 47.7% appreciated that it was good and satisfactory for 2.8% of tourists.

**Table 8 - Appreciation for the holiday in Bucovina**

Appreciation grade for the holiday in Bucovina	Frequency	Percentage
Excellent	34	31.2
Good	52	47.7
Satisfactory	3	2.8
Don't know / No answer	20	18.3
Total	109	100.0

The tourists were also asked about their expectations concerning their holiday in Bucovina: 69.7% said that their expectations were met, and 26.6% appreciated that their expectation were overcome (Table 9).

**Table 9 - Analysis of the expectations**

About expectations	Frequency	Percentage
The expectations were met	76	69.7
The expectations were overcome	29	26.6
The holiday is not finished yet	1	0.9
Don't know / No answer	3	2.8
Total	109	100.0

91.7% from tourists appreciated that probably, will visit again Bucovina in future, but 5.5% are not sure about a second visit (Table 10).

**Table 10 - Intention to visit Bucovina again**

A second visit in Bucovina	Frequency	Percentage
Probably	100	91.7
I am not sure	6	5.5
Unlikely / Improbably	1	0.9
Don't know / No answer	2	1.8
Total	109	100.0

94.5% of tourists will recommend Bucovina to their friends and relatives for spending their holidays, and 3.7% are not sure if they will recommend Bucovina to someone (Table 11).

**Table 11 - Recommending Bucovina**

Promoting Bucovina	Frequency	Percentage
Yes	103	94.5
Maybe	4	3.7
Don't know / No answer	2	1.8
Total	109	100.0

The average age of those who visit Bucovina is between 20 and 29 years (44%) and between 30 and 39 years (40.4%). In a very small percentage, the elderly with ages between 50 and 59 years (11%) (Table 12).

**Table 12 - Age of respondents**

Age of respondents	Frequency	Percentage
15 – 19 years	1	0.9
20 – 29 years	48	44.0
30 - 39 years	44	40.4
40 -49 years	4	3.6
50 - 59 years	12	11.0
Total	109	100.0

After their education level, those who visit Bucovina have university studies (48.6%), followed by those with high school studies(13.8%) and post-university studies (11%) (Table 13).

**Table 13 - Education level of the respondents**

Education level	Frequency	Percentage
University level	53	48.6
High school level	15	13.8
Post university level	12	11.0
Post high school level	8	7.3
Others	1	0.9
Don't know / No answer	20	18.3
Total	109	100.0

We also divide the tourists which participate at our study after their gender:

**Table 14 - Gender of the respondents**

Gender	Frequency	Percentage
Female	55	50.5
Male	54	49.5
Total	109	100.0

#### 4. CONCLUSIONS

The results of the research are confirming that the central values, that can be used as competitive advantages are – and they will be for more time on – nature and culture. The tourism segmentation should play soft variations around all the requirements for the tourists interested in this kind of products. The market segmentation should be done not between different type of tourism type, but on different tourism profiles (income, cultural background). In this direction should be directed the efforts, much more that in development of brand new tourism products, that are "artificial" and are not fitting in the tourism landscape.

As we can see, the most tourists have a good educational background (48.6% with bachelor studies). That shows that the tourism product should be diverse and refined, in order to become more sophisticated. Another reason for this is the price-quality ration: despite the fact that is appreciated as "fair", Bucovina is not a cheap tourism products. In

order to have tourists returned, the experience should be unique.

The answers shows that it is still a range of improvement action still to be done: infrastructure, quality of services and facilities need to be developed or upgraded to support tourism. It also highlights the need for a partnership approach to providing and maintaining visitor amenities such as campgrounds, leisure facilities. On the other hand, another very important contribution to positive visitor experiences is the consistent hospitality of local people.

As a conclusion, the strategic approach of tourism development of Bucovina Area should be oriented toward specialisation on tourist's types, and concentration on the "classic" USP of Bucovina – nature and culture. All the efforts in the future should be harmonised with this assets. If not, it is the risk to endanger the tourists that are used with the image of Bucovina, and that are coming to enjoy it: beautiful landscapes with outstanding monasteries, a calm life away from stress and modern rushed rhythm.

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