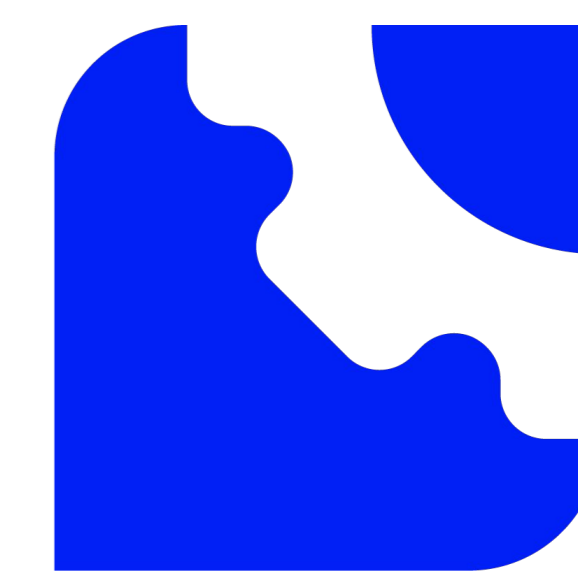




IMT Oradea 2020
Romania

Study regarding the tourist consumption behavior of the students of the Faculty of Managerial Engineering and Technology

Authors: Berke Bogdan, Chiş Răzvan and Iuhas (Părău) Ramona
Faculty of Managerial Engineering and Technology



Faculty of
Managerial
Engineering and
Technology
Oradea, Romania

Keywords:

Tourism, students, diagrams, questions, vacation

Introduction:

This study aims to observe the tourist consumption behavior of students at the University of Oradea, but also in terms of their preferences related to the tourist areas they choose, also what are their most frequented or loved destinations, both internally and externally.

Description:

The research was conducted between March 1 and 10, 2020 on a sample of 100 students of the Faculty of Managerial and Technological Engineering.

The research was conducted with a questionnaire with 20 questions.

The answers to the most important questions are:

1. To the question: What is your favorite holiday destination?

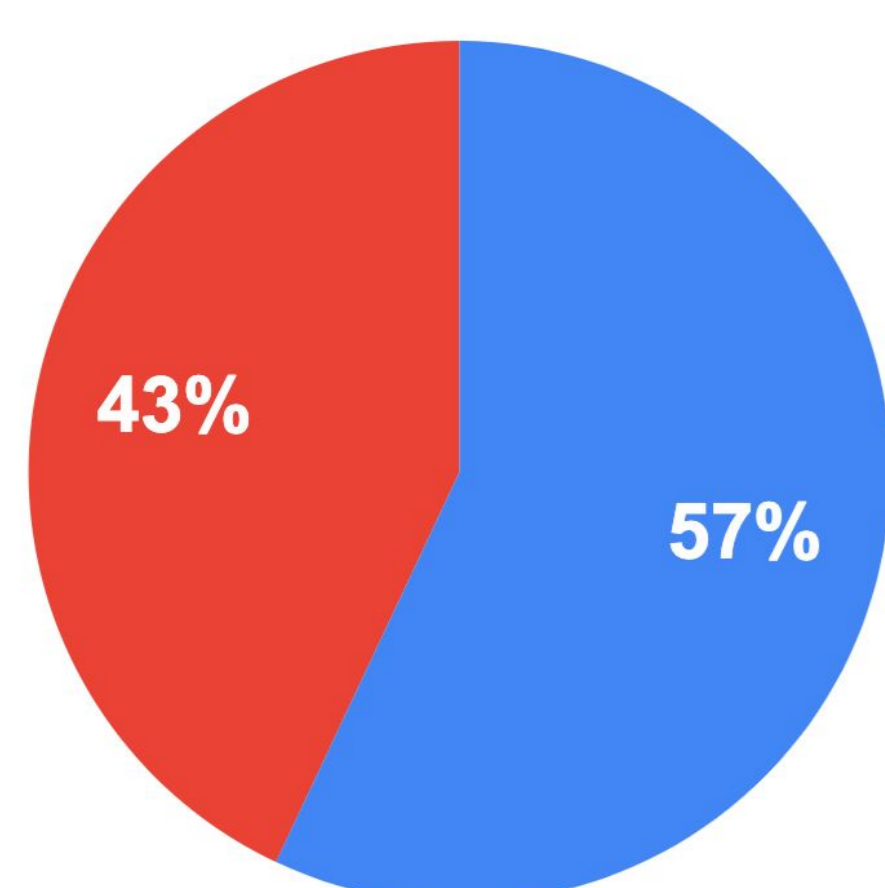


Figure 1. Pie chart that refers to question 1.

In the analysis made, 57 students answered that the preferred holiday destination is domestic tourism and 43 students prefer foreign tourism.

2. To the question: What tourist areas do you prefer?

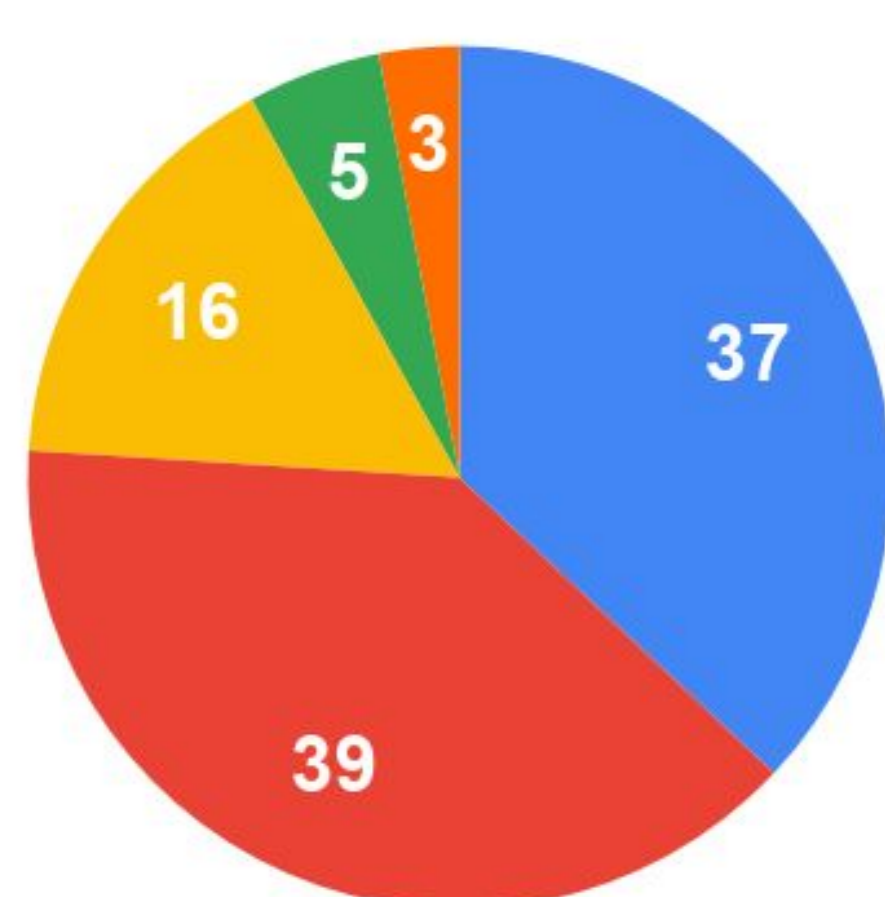


Figure 2. Pie chart that refers to question 2.

In the analysis made on the 100 students which tourist areas they prefer, 37 prefer the mountain area, 39 the coastal area, 16 the lowland area and a rather small number prefer the hill area and Delta, ie 5 students prefer the hill area and only 3 students prefer Delta.

3. To the question: Depending on the purpose of the holiday, what type of tourism do you prefer?



Figure 3. Pie chart that refers to question 3.

In the analysis made, most students prefer a recreational tourism, rest, ie a number of 67 students while the other 33 are divided according to their field of interest. Only 7 students prefer cultural tourism, 5 students ecumenical tourism, 5 students spa tourism, 4 students scientific tourism, rural tourism is preferred only by 4 students and urban tourism by 3 students.

4. To the question: How many times a year do you go on vacation?

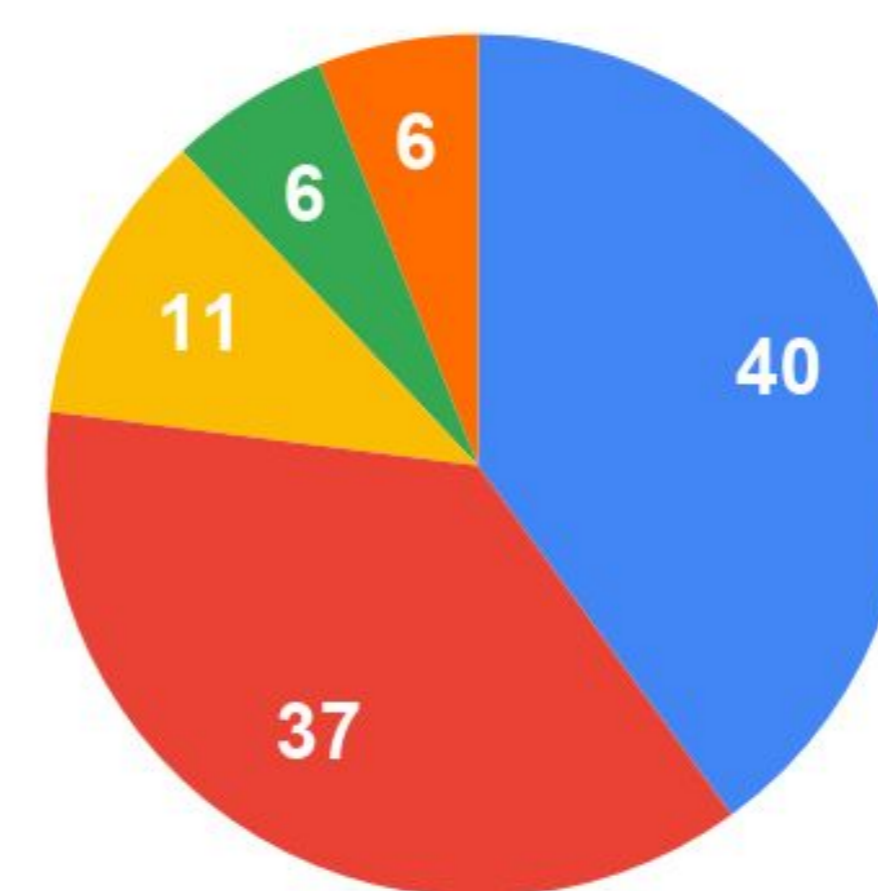


Figure 4. Pie chart that refers to question 4.

In the analysis made, most students go on vacation once or at most twice a year. 40 students go on vacation once a year, 37 students go twice a year, three times a year 11 students and only 6 students four times a year and 6 more than five times a year.

5. To the question: What is the average annual length of your vacation?

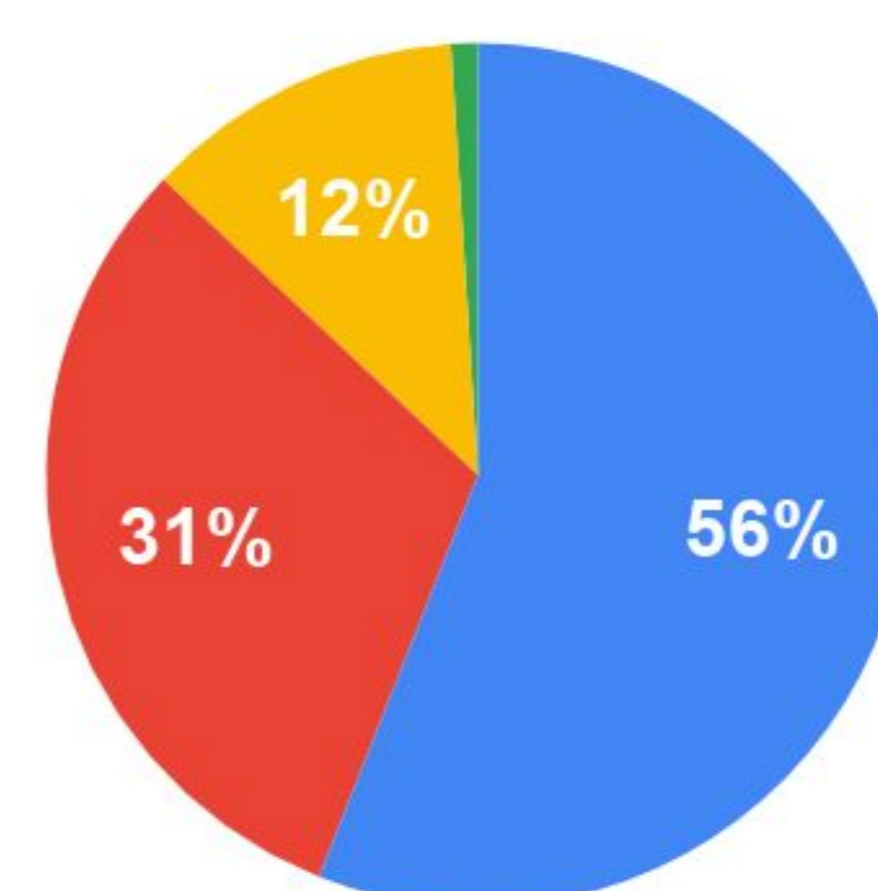


Figure 5. Pie chart that refers to question 5.

In the analysis made, which is the annual average of holidays, a fairly large number prefer to go for a week, ie a number of 55 students. One weekend is preferred by 31 students, 13 students prefer two weeks and one student prefers to go on vacation between 3-5 days.

Conclusion:

The majority of 95% are Romanian students and only 5% of those who responded are foreign students.

Students prefer domestic tourism in a proportion of 57% probably, due to the lower costs that apply in national tourism and a percentage of 43% to external tourism.

Usually students prefer to travel in groups with friends, with whom they organize their vacations, thus being able to share the costs of transportation and at the same time have an entourage in which to have fun at will. Therefore, 67% prefer recreational and leisure tourism. The remaining 33% are divided according to their area of interest.

Many students 31% prefer to visit cities or 26% of students prefer to visit tourist attractions.

Due to the fact that the summer vacation is the longest, most students prefer summer tourism, 68%, and 21% prefer winter tourism, thus being able to practice winter sports.

References:

1. Kotler, Ph. (2008): Marketing Principles, VII-th Edition, Teora, Bucharest (in Romanian).