

Ariadna-Ioana GAVRA JURAVLE
Doctoral School of Economics and Business Administration,
“Alexandru Ioan Cuza” University, Ia i, România
Constantin SASU
“Alexandru Ioan Cuza” University, Ia i, România
Geanina BUB SCU,
Doctoral School of Economics and Business Administration,
“Alexandru Ioan Cuza” University, Ia i, România

QUALITATIVE ANALYSIS REGARDING THE DECISION-MAKERS IN TERMS OF TOURISM PROMOTION

Methodological
articles

Keywords

Qualitative research
Tourism promotion
In-depth interview
Bucovina village
Decision-makers

JEL Classification

I20

Abstract

The aim of this paper was to obtain qualitative information from the decision-makers in Bucovina in order to identify their attitude in terms of tourism promotion and their level of information regarding promotion, tourism and tourists. We set four objectives: analyzing the level of awareness regarding the benefits provided by tourism for the municipality and the locality; identifying the level of information regarding the range of services available for tourists in the localities where the mayors carry out their activities; determining the attitude of the decision-makers vis-à-vis promotion and identifying the perceptions of the interviewees regarding the place of promotion in tourism development. The research method we used is qualitative research, namely the in-depth interview.

1. Introduction

We can note that the current global context is characterized by continuous and rapid changes from all perspectives, particularly the economic and social one. The current socio-economic changes have affected and caused severe problems especially in the rural or isolated areas, where the farmers' incomes have declined constantly during the last years, and the unemployment rate has increased to an alarming rate, leading to massive emigration towards other countries (especially the Western European countries). This is also what happens in Bucovina. Most of those who have decided to leave Bucovina are part of the active population; thus, this phenomenon led to the emergence of a demographic imbalance in the rural areas. Practicing tourism in the rural areas is a way of countering the problems of the rural environment, and most scientists agree that the solution for economic, social, political and moral recovery is to use the natural and human potential of the area. Some authors talk about location brand in this context (Luca & Ioan, 2014; Ioan & Luca, 2014; Ioan et al., 2014a, b; Ioan et al., 2013). This research aims to obtain qualitative information from the mayors of three localities characterized by different levels of tourism development, in order to identify their attitude in terms of tourism promotion and their level of information regarding promotion, tourism and tourists.

2. Aim

The aim of this paper is to obtain qualitative information from the decision-makers in Bucovina in order to identify their attitude in terms of tourism promotion and their level of information regarding promotion, tourism and tourists.

3. Objectives

The objectives of this paper derive from the aim, and are the following:

- Analyzing the level of awareness regarding the benefits provided by tourism for the municipality and the locality;
- Identifying the level of information regarding the range of services available for tourists in the localities where the mayors carry out their activities
- Determining the attitude of the decision-makers vis-à-vis promotion;
- Identifying the perceptions of the interviewees regarding the place of promotion in tourism development.

Identify interviewees' perceptions of the place / position to promote the development of tourism.

4. Methodology

The research method we used is qualitative research, namely the in-depth interview, in order to identify the opinions of the decision-makers regarding the promotion of the touristic region of

Bucovina and the localities where they hold decision-making power.

The sample was formed of 4 mayors of differently classified localities depending on the level of tourism development characterizing them. The research tool used is the interview guide, which contains 8 questions, particularly designed for the target group. The type of interview used is the semi-structured interview, which includes the most important questions, as well as several possibilities to go further, depending on the interviewee's response. After collecting the data, we developed the content analysis and narrowed down the statements to a minimum number of words in order to be able to manipulate them more easily within the analysis; however, we made sure that the reformulations do not alter the ideas presented by the interviewees. We carried through the codification manually, attaching a code to each statement. We classified the items by category and kept trace of their periodicity – the volume of the categories; we analyzed the order of expressing the ideas and carried through the analysis by respondent.

This method offers the interviewees the chance to express their views regarding the chosen topic, namely tourism promotion of Bucovina village.

The selected interviewees are different in terms of age, but they have the same ethnicity, gender and occupation.

One of the basic steps regarding this study was the selection of the decision-makers from the rural environment of Bucovina to be part of the sample. For this early stage of the doctoral research, we selected mayors from three types of localities, which are classified according to the level of tourism development in each locality.

The sample is not statistically representative for the rural environment of the entire Bucovina. For this research, we selected persons with decision-making power from the localities Sucevita, Straja and Budești. We used convenience sampling.

The research tool used is the interview guide, which contains 8 questions, particularly designed for the target group, the mayors.

The type of interview used is the semi-structured interview, which includes the most important questions, as well as several possibilities to go further, depending on the interviewee's response.

There are several key questions, whereby we tried to identify the information directly in order to reach the objectives and several additional questions, whereby we identified indirect information related to the objectives. Due to this type of interview, the interviewees had the opportunity to provide open responses that express their perceptions, opinions and ideas as close to the reality as possible.

For the data collection we used:

- Forms that identify the socio-demographic data of the decision-makers;

- The interview guide;
- Recorders (for recording the information).

4.1 Research results

After collecting the data, we developed the content analysis.

We narrowed down the statements to a minimum number of words in order to be able to manipulate them more easily within the analysis; however, we made sure that the reformulations do not alter the ideas presented by the interviewees. Basically, we removed the unnecessary and irrelevant information.

We carried through the codification manually; thus, we attached a code to each statement, in order to be able to identify them easily:

Pr- mayor, the number corresponding to the respondent, the order of the statements and the order of the items

Example: Pr3.6.2 = mayor no. 3, statement corresponding to question no. 6, item 2 from the answer.

We carried through the content analysis in 2 steps:

1. First, we identified the id tags, and
2. Second, we grouped the items under the corresponding id tags.

After carrying through the codification, we also conducted a quantitative analysis of the data.

The simplified answers are presented in the Appendices section.

4.2 Analysis

Category volume

Category	No. of items
Benefits	25
Types of services	25
Means of promotion	13
Persons responsible for promotion	10
Role of promotion	6
Evolution of the no. of tourists	3
Size of investment	3

4.3 The order of expressing the ideas

For this process to be relevant, we must take into account those questions that have provided more items within the answer of each respondent or those questions whose answer is included in a common category. The order of presenting the categories and expressing the ideas is determined by their frequency within the answers.

In the category of Benefits, which includes the benefits of tourism for the municipality and the locality, the first answers provided by all the 3 interviewed mayors regarded the financial aspect. In this context, for the 3 interviewed mayors, the economic advantages hold the first place; this is due to their value system and the special attention they attach to the financial aspect.

- Pr1.6.1 Financially - taxes and fees
- Pr2.6.1 Financially - taxes

- Pr3.6.1 Obtains funds for the promotion of the locality;
- Pr2.7.1 Increased incomes for the service providers, accommodation providers and craftsmen;
- Pr3.7.1 Area economic growth;

Two of the three mayors ranked second the benefits offered by the increase in employment and the decrease in the unemployment rate.

Pr1.6.2 Increased employment

Pr1.6.3 Lower unemployment

Pr3.7.3 New job creation;

The first mayor does not mention any social or cultural advantage, thus revealing the fact that he is uninformed – not interested - unaware of them.

The benefits of tourism for the locality are the following (14):

Pr1.7.1 Continuance of providing tourism services

Pr1.7.2 Maintenance and repair of the common areas of the locality;

Pr1.7.3 Increased incomes for the inhabitants that provide various services

Pr2.7.1 Increased incomes for the service providers, accommodation providers and craftsmen;

Pr2.7.2 Increased employment

Pr2.7.3 Village beautification;

Pr2.7.4 Preservation of traditions;

Pr2.7.5 Increased living standard;

Pr2.7.6 Increased cultural level of the inhabitants;

Pr3.7.1 Area economic growth;

Pr3.7.2 Improved infrastructure;

Pr3.7.3 New job creation;

Pr3.7.4 Area renovation /modernization opportunities;

Pr3.7.5 Increased visibility of the area in the online environment;

The benefits for the locality are the following (11):

Pr1.6.1 Financially – taxes and fees

Pr1.6.2 Job creation

Pr1.6.3 Lower unemployment

Pr2.6.1 Financially - taxes

Pr2.6.2 Increased notoriety of the locality name

Pr2.6.3 Funds are easier to obtain;

Pr2.6.4 Increased employment

Pr2.6.5 Lower unemployment

Pr3.6.1 Obtains funds for the promotion of the locality;

- Pr3.6.2 Funds for modernization;
Pr3.6.3 Increased popularity of the locality;

The mayors believe that the touristic activity provides more benefits to the locality and its inhabitants than to the municipality.

18 of the 25 items in this category refer to the economic aspect either directly: economic, or indirectly, through investment, increased employment, lower unemployment, funds are easier to obtain, modernization – due to the funds obtained, promotion - due to the funds obtained for this aspect, increased living standard, improved infrastructure, area economic growth, renovation opportunities.

- | | | |
|---------|---|----------|
| Pr1.6.1 | Financially – taxes and fees | Direct |
| Pr1.6.2 | Increased employment | Indirect |
| Pr1.6.3 | Lower unemployment | Indirect |
| Pr1.7.1 | Continuance of providing tourism services | Indirect |
| Pr1.7.2 | Maintenance and repair of the common areas of the locality; | Indirect |
| Pr1.7.3 | Increased incomes for the inhabitants that provide various services | Direct |
| Pr2.6.1 | Financially - taxes | Direct |
| Pr2.6.3 | Funds are easier to obtain; | Indirect |
| Pr2.6.4 | Increased employment | Indirect |
| Pr2.6.5 | Lower unemployment | Indirect |
| Pr2.7.1 | Increased incomes for the service providers, accommodation providers and craftsmen; | Direct |
| Pr2.7.2 | Increased employment | Indirect |
| Pr3.6.1 | Obtains funds for the promotion of the locality; | Indirect |
| Pr3.6.2 | Funds for modernization; | Indirect |
| Pr3.7.1 | Area economic growth; | Direct |
| Pr3.7.2 | Improved infrastructure; | Indirect |
| Pr3.7.3 | New job creation; | Indirect |
| Pr3.7.4 | Area renovation / modernization opportunities. | Indirect |

Two items related to culture were mentioned by mayor no. 2:

- Pr2.7.4 Preservation of traditions;
Pr2.7.6 Increased cultural level of the inhabitants ;

In the category of Services, accommodation and food services are amongst the first services available to tourists mentioned by the interviewed mayors. Assuming that the order of expressing the

services is influenced by their importance, we can say that the services that tourism depends on are mainly the 2 mentioned above. Without accommodation and food services, the term tourism would no longer exist; thus, these two services fall within the category of basic services, along with leisure. Leisure is also mentioned; although it was not among the first places, the mayors had it considered.

The second mayor did not mention the term leisure – entertainment; however, he listed a number of activities that fall within this category: sleigh rides, participation in sheepskin coat manufacturing, participation in wooden milk container manufacturing, participation in seasonal chores (haymaking, mowing), participation in housework, dances, participation in important authentic events (wedding, christening).

There are some items that were mentioned only once: SPA, swimming pools, Jacuzzi, sauna, bowling, darts, massage, saline, fitness gym. The reason they were mentioned only once is the fact that they can be found only in one of the locations, not in all three.

The first expressed opinions regarding the role of promotion had tourist attraction as common factor, even if different words were used for relieving this aspect. In the case of the first two interviewees, this was the only identified role. Only the third mayor mentioned 4 roles. The last one in order of statement was Pr3.3.4, attracting investment within the area; therefore, although the item exists, it is less important.

The category of Means of promotion includes 13 items; the first means of promotion expressed in 2 of the 3 cases, are from the online environment, namely Pr.1.4.1 – the municipality website and Pr2.4.1 - the internet.

In the case of interviewee no.2, the second position is held by Pr2.4.2 - Participation in national and international fairs and the third one is held by Pr2.4.3 - twinning with Western localities. Printed materials are on the 4th position, Pr2.4.4 - Travel catalogs, unlike in the case of interviewee no.3, who mentions an item that refers to the subcategory of printed materials on the first position.

Another important difference between Pr2 and Pr3 regards the position they attached to fairs. Interviewee no. 2 attaches place 2 out of 6 to Pr2.4.2 - Participation in national and international fairs, while interviewee no. 3 attaches place 5 out of 5 to Pr3.4.5 - Tourism fairs. These differences can be due to the involvement of certain local craftsmen in these activities.

After analyzing the specific literature, we found that, in the locality of mayor no.2, the participations in international fairs are more frequent and active, and that the activities presented within stands abroad raise public curiosity and thus some potential customers come to this mountain

village being drawn by its authenticity. Thus, we can justify the important place 2 attached by the interviewee to national and international fairs.

The category of Persons responsible for promotion includes 10 items, but 8 of them are mentioned by interviewee no. 2. We note that the first place is attached by the 3 interviewees to totally different subcategories; the answers include: Pr.1.5 - the PC operator, Pr2.5.1 – the municipality and Pr3.5.1 - pension/hotel owners. Only interviewee no. 2 includes the person mentioned by interviewee no. 3 in his presentation, but on a different position, namely the second position, Pr2.5.2 - Pensions.

Most items included in this category are singular; they expressed only once. However, this aspect shall be analyzed in the next chapter, Association between items.

4.4 Resulted categories

Evolution of the number of tourists (3 items)

This category includes the statements regarding the evolution of the number of tourists during the last 4 years within the localities where each respondent acts as mayor. The representative items for this category are: increased by around 10%, decrease, the number of national tourists increased.

Size of investment (3 items)

This category includes the items related to the amounts invested in marketing – promotion of the locality during the last 10 years. The representative items for this category are: no large amounts were distributed for marketing services, no significant investments were made, no large investments.

Role of promotion (6 items)

This category includes the mayors' opinions regarding the role of promotion in the development of tourism. The representative items for this category are: increased possibility for the tourists to visit the locality; increased notoriety of the locality, attracting tourists; increased importance of the area; informing the target public regarding the touristic offer; attracting investments in the area.

Means of promotion (13 items)

This category includes items relating to the means of promoting the localities where the interviewed mayors carry out their activities. The representative items are: the municipality website, blogs, the internet, participations in national and international fairs, twinning with Western localities, touristic catalogs, the tourists who have visited the locality, craftsmen, flyers, billboards, websites of the pensions, Facebook (pages dedicated to the area), tourism fairs.

Persons responsible for promotion (10 items)

This category includes the persons that are responsible for promoting the localities from the perspective of the interviewed mayors. The representative items are: the PC operator, the municipality, the pensions, folk artists, folk band Str jencu a, the person responsible for the museum, the tourists, the village priest, the persons

responsible for the community center, pension/hotel owners.

Benefits (25 items)

This category includes the benefits of tourism for the municipality and the locality as seen by the interviewed mayors. The items included in this category are: financially – taxes and fees, increased employment, lower unemployment, financially - taxes, increased notoriety of the locality name, facilitating funds, increased employment, lower unemployment, obtains funds for the promotion of the locality, funds for modernization, increased popularity of the locality, continuance of providing tourism services, maintenance and repair of the common areas of the locality, increased incomes for the service providers and accommodation providers, increased incomes for craftsmen, increased employment, village beautification, preservation of traditions, increased living standard, increased cultural level of the inhabitants, area economic growth, improved infrastructure, new job creation, area renovation /modernization opportunities, increased visibility of the area in the online environment.

Types of services (25 items)

This category includes the services (identified by the interviewed mayors) available to tourists in the localities where the 3 interviewed mayors carry out their activities. The representative items for this category are: accommodation, food services, entertainment, accommodation, food services, sleigh rides, participation in sheepskin coat manufacturing, participation in wooden milk container manufacturing, participation in seasonal chores (haying, mowing), participation in housework, dances, participation in important authentic events (wedding, christening), SPA, swimming pools, Jacuzzi, sauna, bowling, darts, massage, saline, fitness gym, accommodation, food services, sleigh rides, trips into the surroundings of the locality.

4.5 Analysis by interviewee

The largest volume of information was supplied by mayor no. 2, followed by mayor no. 3 and then mayor no. 1. This is closely related to the experience in the field and the interest for tourism. Surprisingly, the order of the localities where the decision-makers carry out their activities is not the same in terms of tourism development.

Interviewee no. 1

Code	MAYOR 1	No. of categories	Name of category
Pr1.1	Increased by around 10%	1	Evolution of the no. of tourists
Pr1.2	No large amounts were distributed for	2	Size of investment

	marketing services			
Pr1.3	Increased possibility for the tourists to visit the locality	3	Role of promotion	
Pr.1.4.1	Municipality website	4	Means of promotion	
Pr1.4.2	Blogs	4	Means of promotion	
Pr.1.5	PC operator	5	Persons responsible for promotion	
Pr1.6.1	Financially – taxes and fees	6	Benefits	
Pr1.6.2	Job creation	6	Benefits	
Pr1.6.3	Lower unemployment	6	Benefits	
Pr1.7.1	Continuance of providing tourism services	6	Benefits	
Pr1.7.2	Maintenance and repair of the common areas of the locality	6	Benefits	
Pr1.7.3	Increased incomes for the inhabitants that provide various services	6	Benefits	
Pr1.8.1	Accommodation	7	Types of services	
Pr1.8.2	Food services	7	Types of services	
Pr1.8.3	Entertainment	7	Types of services	

Interviewee no. 1 is an agricultural technician aged 65, who does not hold a university degree. Compared to the other younger respondents, he has no experience in terms of promotion or tourism, and this issue is closely correlated with his answers.

For example, the answer to question no. 2 was: No large amounts were distributed for marketing services; however, after the interview, within an informal discussion, we found that there were no amounts invested in marketing services whatsoever.

He identified only one role of promotion: the increased possibility for the tourists to visit the locality; and he mentioned two means of promotion: the municipality website – on the first position and blogs – on the second position.

The fact that he mentioned the municipality website on the first position aroused our curiosity; thus, we decided to visit the website, as we were curious regarding the website as a mean of promoting tourism and regarding the information included there. However, although our expectations

matched the presentation, we found that the municipality website does not contain any information regarding tourism. There is a section entitled Tourism; however, when trying to access it, a blank page appeared.

The interviewee indicated the PC operator as the person responsible for promotion. He was referring to the municipality employee. On the municipality website, we found a section dedicated to job descriptions; the job description of the PC operator could also be found there. Unfortunately, in his job description, there is no specification regarding promotion, marketing or tourism.

He identified 6 benefits, which shows a medium level of awareness regarding the benefits, and the tourism services listed were the basic ones, which are also known by poorly-educated people, with no experience in the field.

Conclusion

The aim of this research was to obtain qualitative information from the mayors of three villages in Bucovina, characterized by different levels of tourism development. This information has helped us identify the attitude of the interviewed decision-makers in terms of tourism promotion and their level of information regarding promotion, tourism and tourists. We have achieved our aim by means of qualitative research, namely the in-depth interview. The interviewees were people with decision-making power, although their level of knowledge did not reflect this issue. For example, none of them holds a university degree, which was reflected by the language used. Interviewee no. 1 needed answer variants for 3 of the 8 questions. As presented above, the analyzed data show that he has no experience in the field of promotion, marketing or tourism and from his way of seeing things we understand that he neither feels the need to get involved in the field. The second mayor provided the highest volume of information. Although he does not hold a university degree, his expertise and involvement in promotion activities are obvious. This mayor carries out his activity in an underdeveloped village in terms of tourism, but with high authentic potential. After analyzing the data obtained by means of the interview, we found that the locality which is considered developed in terms of tourism has a less informed mayor in terms of promotion, although his family owns a pension. However, he knows which are the services available to tourists in the locality and is the only one who listed a wide range of services, since they are not available in the other localities. The limitations of this research are mainly related to the fact that the results cannot be generalized for the entire Bucovina. Within our future research, we aim to increase the sample and select more localities, depending on the degree of tourism development. We shall analyze the data within each

of the 3 groups proposed (localities = underdeveloped moderately developed, developed) in order to identify the common elements and the distinct ones. We shall also expand the research, which shall include decision-makers at county level -County Council, Tourist information centers etc., since we are interested in finding their opinions as well. Future research will also be conducted on the owners of tourist accommodation units, and especially on national and international tourists.

Reference

- [1] Asa, Berger, A., (2014), *Methods - An Introduction to Qualitative and Quantitative Approaches*, Media and Communication Research Third Edition SAGE Publications.
- [2] B n eanu, T. , (1975), *Arta popular bucovinean* , Suceava.
- [3] Camilar, M., (2013), *Origini i continuitate în arhitectura popular bucovinean* , Revista IANUS, Bucure ti.
- [4] Cojocaru, N., (1983), *Casa veche de lemn din Bucovina*, Bucure ti, 6.
- [5] Comen, T. , (2007), *Turism rural. Ghid de bun practic pentru proprietarii de pensiuni*, Institute For Integrated Rural Tourism, Vermont, SUA
- [6] Consiliul jude ean Suceava Satul bucovinean ca destina ie turistic , (2013), *Cum îl protej m i promov m*, Editura Didactic i pedagogic , Suceava.
- [7] D tculescu, P., (2006), *Cercetarea de marketing*, Editura Brandbuilders Grup, Bucure ti.
- [8] <http://explorebucovina.com/>
- [9] <http://judetul suceava.ro/evenimente/sociale-si-culturale/>
- [10] <http://ro.wikipedia.org/wiki/Bucovina>
- [11] <http://romaniatourism.com/bucovina-moldova.html>
- [12] <http://satele-bucovinei.ro/download/brosura-satele-bucovinei.pdf>
- [13] <http://www.antrec.ro/>
- [14] <http://www.bucovinaturism.ro/>
- [15] http://www.greenagenda.org/img_upload/93e765c8739c6010c3a0a1197d1d5c54/Manual_Turism_Rural.pdf
- [16] <http://www.ruraltourism.ro/>
- [17] <http://www.scribd.com/doc/217647861/Cursul-2-Turism-International>
- [18] <http://www.stiucum.com/marketing/cercetarea-de-marketing/Esantionarea93113.php>
- [19] <http://www.turismrural.ro/>
- [20] Hunziker, W., (1940), *Individual und Sozial Turisme in Westereuropäische Raun*, Berne.
- [21] Institu ia Prefecturii, (2005), *Strategia de dezvoltare i promovare a turismului în jude ul Suceava* Decembrie.
- [22] Ioan C.AM., Luca, F.Al., (2014) *Green Marketing Role in Waste Management*, Network Intelligence Studies, Issue 4, pages 241-244
- [23] Ioan C.AM., Luca, F.Al., Sasu, C., (2014b,) *Personal Brand Marketing, a Necessity for the Corporate Differentiation in the Context of the globalization of Society*, SEA- Practical Application of Science, vol. II, issue 1 (3), pp. 239-245
- [24] Ioan C.AM., Luca, F.Al., Sasu, C., (2013) *Personal Brand – From Theory To Practice In Contemporary Society. Literature Review*, Management Intercultural, Volumul XV, Nr. 3 (29), pp. 165-170
- [25] Ioan C.AM., Luca, F.Al., Sasu, C., (2014a) *Personal Marketing in Online – the Development of Brand through Social Media*, Management Intercultural, Vol XVI, nr.1 (30), pp. 102-115
- [26] Ispas, A., Onu , E., (2004), *Economia turismului. Fundamente teoretice i aplica ii practice*, Editura Universit ii Transilvania Bra ov
- [27] Jalilvand, M., Neda, S., Behrooz, D., Parisa, Y., (2012), *Examining the structural relationships of electronic word of mouth, destination image, tourists attitude toward destination and travel intention: An integrated approach*, Iran.
- [28] Juri , B., Vukovi , Dijana, (2010), *Analysis and promotion of the tourist destination of Dubrovnik through marketing the Stone of Liberty Souvenir*, Tourism & Hospitality Management, 2010, p.1457- 1484.
- [29] Kostas, E., Sillignakis, (2012), *Rural Tourism Development for the Prefecture of Lassithi in Crete*, Crete.
- [30] Luca, F.Al., Ioan C.AM., (2014), *Local Brand Development in The Context of Regionalization and European Integration*, SEA - Practical Application of Science, Issue 5, pages 401-404
- [31] Minciu, Rodica, (2005), *Economia turismului*, Editura Uranus, ed.III , Bucure ti.
- [32] Munteanu, C., Maxim, E., Sasu, C., Prutianu, S., Zai , A., Manolic , A., Jijie, T., Monoranu, A., (2011), *Marketing- principii, practici, orizonturi*, Editura Sedcom Libris, Ia i.
- [33] OAR Filiala Nord-est, Funda ia Heritage, (2012), *Bucovina, un peisaj cultural în transformare*, Suceava.
- [34] OMT, (1993), *Recommandations sur les statistiques du tourisme, Nations Unies*, New York, 1993, p.3.
- [35] Panait, C., Elian, I., (1972), *Bisericile de lemn din Moldova*, în Buletinul Monumentelor Istorice, 2.
- [36] Paurav, S., (2008), *Essentials of marketing research*, London.
- [37] Paurav, S., (2013), *The impact of organizational efforts on consumer concerns in*

- an online context*, Information and Management.
- [38] Petre, D., (2009), *Introducere în publicitate*, Editura Comunicare.ro, Bucure ti.
- [39] Pina - Albaladejo, Isabel, Delfa- Diaz, Maria, (2009), *Tourist preferences for rural house stays: Evidence from discrete choice modelling in Spain*, Spania.
- [40] Răducan, D., (2011), *Research on capitalization and potential promotion of the Horezu agrotourist area as an european destination of excellence*, Bucure ti.
- [41] Saldana, Johnny, (2009), *The Coding Manual for Qualitative Researchers*, SAGE Publications.
- [42] Sasu, C., (2011), *Marketing interna ional*, Editura Polirom, Ia i.
- [43] Sasu, C., (2012) *Comunicare managerial interna ional*, Suport curs NRP, Universitatea Al.I.Cuza, Ia i.
- [44] Simion, Simona, (2011) *Turismul rural în Maramure*, Cluj-Napoca.
- [45] Sushma, R., (2012), *Tourism promotion in Himachal Pradesh: an opinion survey of foreign tourists*, International Journal of Hospitality&Tourism Systems.
- [46] Tîlăng, C., (2010), *Turism rural*, Note de curs, Universitatea din Bucure ti, Bucure ti.
- [47] Tourism& Hospitality Management Conference, (2010), *Analysis and promotion of the tourist destination of Dubrovnik through marketing*.
- [48] Usunier, J.C., Lee, J., (2005), *Marketing across cultures*, Edi ia IV, Editura Prentice Hall, S.U.A.
- [49] UTMS Journal of Economics, (2011) *Role of traditional food in tourist destination image building: Example of the city of Mostar*.
- [50] Witt, St.F., Brooke, M.Z., Buckley, P.J., (1991), *The Management of International Tourism*, Unwin Hyman Ltd. London.
- [51] Zait, A., Oana, C.A., O.O., (2006), *Marketing direct*, SedcomLibris Iasi.
- [52] Zai, Adriana, (2004), *Marketingul serviciilor*, Editura Sedcom Libris.

Appendices

Form for socio-demographic data identification:

1. Please check the box corresponding to your age:
26-35, 36-45, 46-55, 56-65, over 66
2. Please check the box corresponding to the right answer, your sex:
masculine, feminine;
3. Please check the box corresponding to the right answer, last school graduated:
Gymnasium;
High-school (secondary) education;
Higher (university) education;
Postgraduate education;

Interview guide:

Hello!

My name is Ariadna Gavra and I am a PhD student within the Doctoral School of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi. I am conducting this interview in order to obtain the necessary information for a qualitative research.

Thank you for your participation in this interview on *Tourism promotion*.

I appeal to you because you are a decision-maker of the locality where you are carrying out your activity and I would like to find out your opinion regarding promotion and tourism in general. Since there are no wrong opinions, kindly present your point of view in an open manner.

1. How would you describe the evolution of the number of tourists during the last 4 years?
2. What can you tell me about the amounts invested in marketing – the promotion of the locality during the last 10 years?
3. What is the role of promotion in the development of tourism?
4. Which are the means of promoting your locality ... ?
5. Who is responsible for promoting the locality ... ?
6. How does the municipality benefit from tourism promotion?
7. Which are the benefits provided by tourism for the locality?
8. Which are the services available to tourists in your locality?

For an easier interpretation, the simplified answers can be found below:

1. How would you describe the evolution of the number of tourists during the last 4 years?
Pr1.1 Increased by around 10%;
Pr2.1 Decreasing;
Pr3.1 The number of national tourists increased;
2. What can you tell me about the amounts invested in marketing – the promotion of the locality during the last 10 years?
Pr1.2 No large amounts were distributed for marketing services;
Pr2.2 No significant investments were made;
Pr3.2 No large investments;
3. What is the role of promotion in the development of tourism?
Pr1.3 Increased possibility for the tourists to visit the locality;
Pr2.3 Increased notoriety of the locality;
Pr3.3.1 Attracting tourists;
Pr3.3.2 Increased importance of the area;
Pr3.3.3 Informing the target public regarding the touristic offer;
Pr3.3.4 Attracting investments in the area;
4. Which are the means of promoting your locality?
Pr1.4.1 Municipality website;
Pr1.4.2 Blogs;
Pr2.4.1 The internet;

- Pr2.4.2 Participation in national and international fairs;
- Pr2.4.3 Twinning with Western localities;
- Pr2.4.4 Touristic catalogs;
- Pr 2.4.5 The tourists who have visited the locality;
- Pr2.4.6 Craftsmen who manufacture well-known coats at global level (major fashion houses have launched Straja style collections) and wood craftsmen – who manufacture milk containers
- Pr3.4.1 Flyers;
- Pr3.4.2 Billboards;
- Pr3.4.3. Pension websites;
- Pr3.4.4 Facebook (pages dedicated to the area);
- Pr3.4.5 Tourism fairs;
- 5. Who is responsible for promoting the locality?
 - Pr.1.5 The PC operator;
 - Pr2.5.1 The municipality;
 - Pr2.5.2 The pensions;
 - Pr2.5.3 Folk artists;
 - Pr2.5.4 Folk band Str jencu a;
 - Pr.2.5.5 The person responsible for the museum;
 - Pr.2.5.6 The tourists;
 - Pr2.5.7 The village priest;
 - Pr2.5.8 The persons responsible for the community center;
 - Pr3.5.1 Pension/hotel owners;
- 6. How does the municipality benefit from tourism promotion?
 - Pr1.6.1 Financially – taxes and fees
 - Pr1.6.2 Increased employment
 - Pr1.6.3 Lower unemployment;
 - Pr2.6.1 Financially - taxes;
 - Pr2.6.2 Increased notoriety of the locality name;
 - Pr2.6.3 Funds are easier to obtain;
 - Pr2.6.4 Increased employment;
 - Pr2.6.5 Lower unemployment;
 - Pr3.6.1 Obtains funds for the promotion of the locality;
 - Pr3.6.2 Funds for modernization;
 - Pr3.6.3 Increased popularity of the locality.
- 7. Which are the benefits provided by tourism for the locality?
 - Pr1.7.1 Continuance of providing tourism services;
 - Pr1.7.2 Maintenance and repair of the common areas of the locality;
 - Pr1.7.3 Increased incomes for the inhabitants that provide various services;
 - Pr2.7.1 Increased incomes for the service providers, accommodation providers and craftsmen;
 - Pr2.7.2 Increased employment;
 - Pr2.7.3 Village beautification;
 - Pr2.7.3 Preservation of traditions;
 - Pr2.7.4 Increased living standard;
 - Pr2.7.5 Increased cultural level of the inhabitants;
 - Pr3.7.1 Area economic growth;
 - Pr3.7.2 Improved infrastructure;
 - Pr3.7.3 New job creation;
 - Pr3.7.4 Area renovation/modernization opportunities;
 - Pr3.7.5 Increased visibility of the area in the online environment
- 8. Which are the services available to tourists in your locality?
 - Pr1.8.1 Accommodation;
 - Pr1.8.2 Food services;
 - Pr1.8.3 Entertainment;
 - Pr2.8.1 Accommodation,
 - Pr2.8.2 Food services;
 - Pr2.8.3 Sleigh rides;
 - Pr2.8.4 Participation in coat manufacturing;
 - Pr2.8.5 Participation in wooden milk container manufacturing;
 - Pr2.8.6 Participation in seasonal chores (haying, mowing);

- Pr2.8.7 Participation in housework and important events;
- Pr2.8.8 Dances;
- Pr2.8.9 Participation in important authentic events (wedding, christening);
- Pr3.8.1 SPA;
- Pr3.8.2 Swimming pools;
- Pr3.8.3 Jacuzzi;
- Pr3.8.4 Sauna;
- Pr3.8.5 Bowling;
- Pr3.8.6 Darts;
- Pr3.8.7 Massage;
- Pr3.8.8 Saline;
- Pr3.8.9 Fitness gym;
- Pr3.8.10 Accommodation;
- Pr3.8.11 Food services,
- Pr 3.8.12 Sleigh rides;
- Pr3.8.13 Trips into the surroundings of the locality.

