

Available online at www.sciencedirect.com**ScienceDirect**

Procedia Economics and Finance 16 (2014) 77 – 87

Procedia
Economics and Finance

www.elsevier.com/locate/procedia

21st International Economic Conference 2014, IECS 2014, 16-17 May 2014, Sibiu, Romania

Tourist Consumption Behaviour Before and After the Crisis From 2008

Ștefania Bodosca ^{a,*}, Georgica Gheorghe ^a, Puiu Nistoreanu ^c^a*Academy of Economic Studies, Bucharest, Romania*^c*Faculty of Commerce, Academy of Economic Studies, Bucharest, Romania*

Abstract

The sharp decline in exports and industrial production, rising unemployment and rapidly eroding consumer confidence had a severe negative impact on tourism consumption. This paper explores the factors that affected tourist's behaviour, hence their preferences and holiday destination choice on the background of the economic crisis. It is focused on a qualitative methodology approach that is based on a questionnaire and a quantitative research based on statistical data. The research was structured to build an understanding of how the economic crisis affected the tourists that "consume" tourism products and which have made changes in their destination choices.

© 2014 The Authors. Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/3.0/>).

Selection and/or peer-review under responsibility of Scientific Committee of IECS 2014

Keywords: economic crisis, tourist consumption, t test, chi-squared test

1. Introduction

"Life is one crisis after another"

Richard M. Nixon

The world economic crisis that broke out in 2008, has transformed Romania from an emerging country, which was in the process of European Union integration, in one of the most affected by the crisis, at least regarding it regionally. Following several years of pro-cyclical policies, when economy grew excessively, based on consumption and on the

* Corresponding author.

E-mail address: bodosca.stefania@yahoo.com (B. Ștefania), georgica.gheorghe@stud.ase.ro (G. Georgica), puiunistoreanu@yahoo.it (N. Puiu)

growth of revenue above the productivity level, the crisis has found Romania vulnerable. The negative economic impacts have spread quickly to other areas: social, institutional, etc... Romania was not ready to face the crisis, and this fact has aggravated the effects of the crisis.

The Romanian government adopted since 2005 neoliberal policies with the stated objective of encouraging economic development. For Romania, a country in developing, these measurements have proved to be inadequate. They were correct for post-industrial western states in response to the crisis in the 1970s, but now they no longer meet the needs of any of these countries, much less for a post-communist country like Romania. In addition, neoliberalism, which has been the dominant ideology, has prevented the adoption of balanced policy measures and sustainable economic development.

According to the World Bank studies, Romania is in the group of countries with upper middle income and with a share to the Tourism exports in GDP of 1% for the period 1995-2007.

The crisis had two major consequences in Romania after 2008, namely: poverty and the loss of foreign investment due to increased consumer lending during the boom. The sudden drop in foreign investment after 2009 represented the main internal consequence of the world crisis. Before the crisis, foreign direct investment had increased gradually, reaching, in 2008, to a maximum of 9.1 billion euro's. In the next year, however, there was a decrease in investment by 61.5%, and the trend has remained low in the coming years.

Doubling in importance of the financial sector in Romania's GDP, from 36.3% in 2003 to 74.1% in 2007 (Figure 1) illustrates an important component of local economic development during the "boom" economic (2004-2008), which led to the formation of speculative bubbles through unsustainable and irrational rise in the price of assets (especially real estate) (www.bnr.ro).

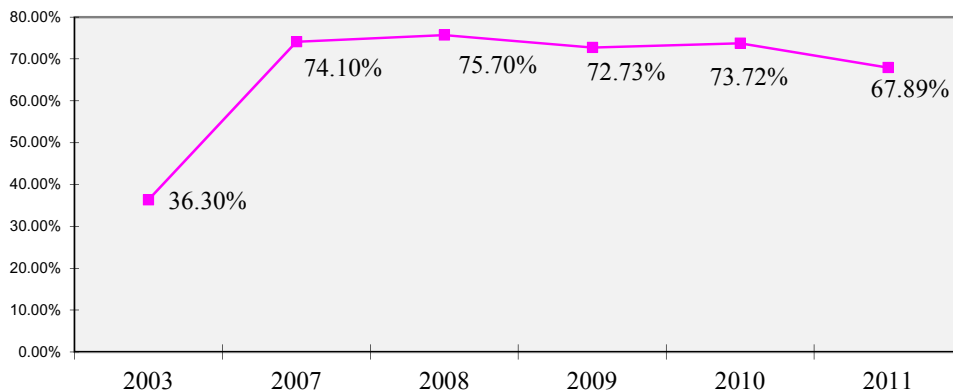


Figure 1. Financial sector in Romania's GDP

Source: made by authors

The growth in that period was largely due to financial transactions, cyclical by nature if not speculative and not due to industrial development needed for a healthy growth. Moreover, it may be concluded that between 2003 and 2007, there was not a significantly increase in the number of financial entities but instead a significantly increase in the turnover of banks due to consumer loans granted. The most important consequence can be seen in the rapid impoverishment of the population, since the beginning of the crisis, which has accessed loans.

In 2009, the Government concluded an agreement for a major loan with the IMF, World Bank and the EU, agreement that determined the economic policies of Romania in the medium term, and which has limited the state capacity for action and prevented the growth of living standards. Following the agreement with international financial institutions, Romania has adopted the most severe austerity program from Europe and the social policies have been virtually ignored. The measures taken by the government were even more severe than what the IMF demanded. This program has sparked social unrest in early 2012, which caused the fall of two governments within a few months and

then the outbreak of a major political crisis by triggering the process of suspension of the President. The effects of these political turning points are felt today, one year after its formal conclusion.

We can say that we live today in a global society, eventful life that generates crises of all sorts both at social, family or individual level. Crisis episodes have become prevalent in today's world situation. From epistemological evolution of today phenomena, whether social, economic, political, is no longer linear but is achieved through a series of crises (Vrasti, 2012). The evolutionary theory itself postulates that the transition from one level to another of the evolution of a phenomenon from one cycle to another, it is still done through cataclysmic process, through crises that are designed to segregate and purify an adaptive variable from useless ballast.

Oxford Dictionary gives the following definition for "crisis": a time of intense difficulty or danger.

Romanian explanatory dictionary gives the following definitions for crisis: 1. manifestation of difficulties (economic, political, social, etc...); Period of tension, disorder and attempts (often decisive) that manifests itself in society; Shortages of goods, time, and labor 2. Critical moment in the evolution that precede healing or worsening of disease or illness; suddenly access of chronic disease; Appendicitis crisis; Tension, high spiritual moment, anxiety.

Any crisis has three stages of evolution, namely (Roberts, 2005):

- A period of impact
- A period of recoil
- A posttraumatic period of recovery

Any crisis can have numerous features, such as:

- The event precipitating the crisis is perceived as threatening.
- There is an apparent inability to modify or reduce the impact of stressful events.
- There is increased fear, tension, and/or confusion.
- There is a high level of subjective discomfort.
- A state of disequilibrium is followed by rapid transition to an active state of crisis.

Millions of people encounter daily events that they cannot cope with their capabilities: natural disasters, famine, drought, financial problems, unemployment, political uncertainty, social unrest or most often, personal crises.

Crisis provides opportunities for clients to learn new coping skills while identifying, mobilizing, and enhancing those, they already possess.

In recent years, a different form of crisis gained momentum, namely the Environmental Crisis. This form of crisis includes natural disasters, pollution and endangered species.

Natural disaster is any event of force of nature caused by environmental factors that has catastrophic consequences, such as avalanche, earthquake, flood, hurricane, impact event, landslides, mudslides, tornado, tsunami, tropical cyclone, typhoon, volcanic eruption, and wildfire. The resulting loss depends on the capacity of the population to support or resist the disaster, their resilience. This understanding is concentrated in the formulation: "disasters occur when hazards meet vulnerability (Serra et al, 2011). The natural event can turn into a hazard when natural factors - are combined with human factors.

Pollution is an environmental disaster that is due to human activity and should not be confused with natural disasters (see below). In this case, the impact of humans' alteration of the ecosystem has led to widespread and/or long-lasting consequences. It can include the deaths of animals (including humans) and plant systems, or severe disruption of human life, possibly requiring migration.

Endangered species is a population of an organism, which is at risk of becoming extinct because it either is few in numbers, or threatened by changing environmental or predation parameters. An endangered species is usually a taxonomic species, but may be another evolutionary significant unit. The World Conservation Union (IUCN) has classified 38 percent of the 44,837 species assessed by 2008 as threatened.[*]

2. The consequences of the global financial crisis

International financial and economic crisis from 2008 precipitated a serious distrust in the functionality of financial institutions from contemporary capitalism. Inevitably, the crisis has a negative impact on global economic growth and will have political, social and strategic consequences. General economic downturns, in the financial chaos, affect profoundly the public, world of business and political leaders. Emerged initially in the United States, the crisis has spread to Western Europe and on the background of globalization, has spread rapidly in the world (Filipescu, 2009).

Trying to prevent mass bankruptcy of banks and insurance funds, the policymakers from America and Western Europe have nationalized much of the domestic financial system. This was contrary to the principles of modern capitalism; other negative effects are that it also empowers the state at the expense of the private sector, devalues the validity of 'values' associated with 'free' market and erodes economic image model promoted by the United States in the world. Unprecedented interventions of the government through massive infusions of funds, "borrowed" the financial system by purchasing shares in bankrupt institutions and reducing taxes does not guarantee restoration of public confidence in the banking system and real estate and investment funds, in the capability of authorities to regulate credit markets to prevent toxic speculation, abuse and corruption.

In 2008, the shares that circulated on international markets have lost between 20 and 70% of the wealth held in 2006 and 2007. Political leaders in many countries, frightened by the drastic consequences of the crisis agreed on the priority that there should be prevented the collapse of the international financial system. They are aware that states, individually, cannot restore confidence in the banks and investment unless they coordinate their actions. However, under domestic political pressure, many state leaders will be inclined to act in strict national interest and appeal to protectionist measures to defend their own institutions and to prevent their acquisition by foreign interests.

3. Consumer behaviour

One of the first models that exemplify the consumer behaviour belongs to Andreason (1965). He appreciates that one of the important factors that can influence the decision process is the information and the main accentuation is on the attitudes of individuals.

When analysing the variables that define the consumer behaviour in tourism we come across with those that are dependant like the purchasing prospect, trial or repeat acquisition) and independent such as intentions, attitudes, product comprehension, social intention (Mazanec, 1989).

Several recent studies (Scott et al 2010; Perriman, et al 2010) have shown that the preferences and the attitude of tourists after the crisis have changed. The tendency is to make use of the internet tools and to give up to the expertise of a travel agent (LOPEZ-BONILLA, 2009) and the explanation lies in the fact that the abundance of reviews, information tips and deals have eased there much the path towards the final choice.

Their choices regarding a holiday have changed by picking a package that offers all-inclusive rather than half board or breakfast included. The pattern regarding the trend in tourism has changed and rural tourism has become very popular in the last years in Romania. There has been an improvement regarding the perception towards natural products and the increase in quality.

Several issues have not changed and restrain consume when making the decision regarding the destination of the holiday and the main concerns are focused on the access, infrastructure, geographical factors, climate and cultural factors. The consumer behaviour is in general influenced by different factors: political, economic, social, that occurs either in the destination country or in the home country. Swarbrooke and Horner (2002) consider that these factors overall cannot be quantified.

Kim, Ferrin and Rao (2008) have identified and focused on the consumer disposition to trust. Specific characteristics such as the personal experience, the cultural background and different types of character lead to diverse levels of trust. A financial crisis of such amplitude and with such a slow recovery it is resembled to the one from the Great Contraction in the 1930s and the recession of the early 1990s (Bordo, Haubrich, 2013). Therefore, it can be assumed that the personal experience for such a crises is at a very low level and the disposition to trust for a change is low as well.

Nonetheless, there are studies for this that analyses other characteristics such as past experiences and external stimuli that have an influence in the outcome of the decision/behavior (Drew, Arch, 2011).

Growth opportunities lay in weddings over see, school excursion and language studies. Manrai and Manrai (2011) propose three types of consumer behaviour: collectively orientation driven travel behaviours (COD), risk tendencies driven travel behaviours' (RTD), social interaction driven travel behaviours (SID), one for each stage of a trip pre-travel, during-travel and after-travel.

Studies show that behind the decision of selection a destination stands the following criteria's: terrorism, natural disaster, health disease, environmental factors, and individual trait factors (Rayviscic et al, 2000). Other than that, a great impact over the customer's stands in the future and its unpredictability. Such a fear is connected to the elasticity

of prices. Unfortunately, during a crisis the price elasticity does not increase it rather evolves in an unfavorable direction (Simon, 2009). Simon considers that a tremendous impact on the tourist behaviour is connected to safety. It is important for a company to present safety and security and that it does not find itself in economic problems, or such issues can only alienate the consumer of holiday packages.

The new conditions have influenced in great extension the consumer behaviour worldwide, and in our present research, we will expose the main changes in habits and the reallocation of budgets regarding the holidays after 2007 in Romania with the help of a survey realized in May 2013 with 704 respondents. The impact of macroeconomic shocks in the tourism industry has generated some considerable turbulence. The consumer confidence has changed over the years and the main differences can be seen in the disposal of income, the duration of the vacation, buying more private labels, entertaining at home more frequently or eating out in a small percentage. The risk perception and risk aversion of the tourist consumers has changed over the last years and the companies should make a different distribution of the risk so that the reluctance of customers it is as low as possible.

One of the purposes of this paper is to provide academic contribution to the tourist behaviour research area with consideration to the rural zone. The findings provide insights towards which direction should be implemented some strategic policies, how tourists' level of satisfaction can be increased, which promotion tools to be implemented so that there is destination loyalty.

In the present research the survey it is used as method of collecting the information and it focus on analyze the tourist behaviour evolution before and after the begging of the financial crisis from 2008. The main hypotheses of the study are: the touristic consumption has been influenced in a negative way by the financial crisis and the income allocated for tourism or touristic consumption has decreased significantly.

We identified the most important and relevant information related to our research, cited significant scholars that have approached similar subjects of interest and adopted the case study methodology with multiple research techniques (Neuman, 2006). The primary data was analysed with a quantitative method and it was collected with the help of interviewers (73 students). Theoretical sampling was conducted via a survey with 19 questions. Considering that, the questions proposed do not present variations throughout the period April-May of the year 2013 when they were collected.

The population of interest is constituted of tourists that have spent at least one night for leisure in a different location that come from different geographical locations. The survey was conducted by respondent-completion. They were carefully supervised by the operators and this made that all the answers to be completed and in a high degree with personal opinions. The research has as purpose to identify the behaviour of tourism consumers, their sources of information, how to they make a reservation and what is the timeframe for such a choice. On this premises a question is posed: "How the financial crisis did influenced and has changed the consumer behaviour?" The sample reported a high level of educational achievement between respondents and hence proves the non-representative nature of this sample (and therefore population) when associated beside the general public.

4. The results of research

For a better understanding of the results there were involved some statistical tests such as: Chi-squared Test, T test and Pearson test.

After the assessment of the information the findings are:

- Tourists choose their vacation the holiday period (29%), and the periods to the school holidays (35%)
- Choose a destination for the objectives of the destination (21%), for the natural environment (17%)
- Attractions and activities in that location is the main criteria for choosing a destination (26%)
- The price represents other criteria for choosing a destination (22%)
- The budget represents a key factor in the choice of an accommodation (58%)
- Internet is the main source of information for 38 of the respondents
- Pensions are the most common accommodations (32%) followed by hotels (28%)
- As a manner of making the reservation the majority requests accommodation directly to the providers (47%)
- For transport to the destination tourists use their own cars (43%)
- The choose of the date in which it will take their vacation is usually decide up to a month before taking it (45%)

• The number of nights spent outside the residence generally did not decline over the period before the start of the crisis, but instead the budget spent during the holidays decreased (45%) of responses;

A shift in behaviour can be seen through all of our respondents' answers and such of a change had been caused by the crisis. The modality in which they decided to adjust these changes can be seen in a different location chosen for their furlough either in locations a little cheaper /which offer less services or to relatives. For analysing the information we used Statistical Package for the Social Science (SPSS) 19.0. The results provide a summary of the distribution of the various variables. The main purpose of this approach was to further explore various issues related to the impact of the crisis and how consumers responded to it.

Regardless of limitations, the chi-squared test matched the research requirements being simple and flexible. One of its main strength points is that once the data is analysed the derived calculations are not removed or are presented derived measures. The test permitted a statistical assessment that comes to support the human analysis of the cross tabulations searching for indication of connections between variables. Therefore, while the traditional 95% significance level was followed as well in our research, a considerable attention is strained in the direction of the prospect of relationships that to some extent present lower levels of significance to be used for a future research.

According to the results provided by the Chi-squared test (Table 1) the decision to take a vacation is influenced by public holidays - this combination is a normal one ($0.05 > p > 0.01$). Another important association is represented by methods of making the reservation that appeals tourists and has influence on time when making the reservation (the reservation made by phone is usually in the timeframe of a week but not more of a month, the reservation made through a travel agency is done in a period, between one month and six months before the trip).

Table 1. Chi-squared test
Source: made by authors

		The period chosen for holiday	Methods of making the booking	
The optimal time for planning a trip		During some special events of the year(1 December, March 8, 1 may)	By phone directly to the accommodation	By tourism agency
Chi-squared Test	hi ²	11,157	38,936	52,984
	p	0,011	0,000	0,000

There is connection of what conveyance is used for transport in a holiday and the final choice of the consumer. From an abundance of options for travelling those that stand out are: the train and airplane. Also Table 2 shows that there is a strong link between gender and the time when deciding the period of stay.

Table 2. Chi-squared test
Source: made by authors

The optimal time for planning a trip		Means of transport used		Sex
		train	airplane	
Chi-squared Test	hi ²	8,967	36,567	16,354
	p	0,030	0,000	0,001

Age has a strong significance when taking a vacation decision ($p < .01$). If young people decide quickly when it comes for holidays, the old tend to plan vacations long before the departures. Young people up to 24 years usually decide within a week, while those until 44 years decide harder (1 - months) (Table 3).

Table 3. Chi-squared test
Source: made by authors

The optimal time for planning a trip		Age
Chi-squared Test	hi ²	52,171
	p	0,000

The holiday is scheduled with the help of diverse sources of information (internet, newspaper ads, magazines, catalogues related to the period for which the reservation is made). The Internet is the most frequently way used for research when deciding for a destination (Table 4). Destination-specific websites lead the way as a source of travel information with travel content sites a close second and review websites represent another top source of information for travel. There is a strong correlation between the type of accommodations (hotels and private homes) used and the period when planning is made. The hotel reservation is made at least one month before the trip and for private homes with at least one week before the holiday.

Table 4. Chi-squared test
Source: made by authors

		Sources of information			Types of accommodation used	
The optimal time for planning a trip		Ads in newspapers, magazines, radio, TV	Internet	Catalogues touristic guides	Hotels	Private house, villa
Chi-squared Test	hi ²	9,218	8,756	19,460	36,245	17,691
	p	0,027	0,033	0,000	0,000	0,001

Data shows that age has influence on the number of overnights once that the crisis has started. Most affected by the crisis were those between the age of 18 and 24 (Table 5). A specific characteristic for this group of age is that instead of diminish the period of stay they preferred to look for lodging at minor framing.

Table 5. Chi-squared test
Source: made by authors

Nights spent in accommodation		Age
Chi-squared Test	hi ²	14,892
	p	0,011

Important variables when making the plans for a holiday stay in making the choice of their car, bus/coach and on what information are presented to them by several individuals or the media in all their variations (friends, relatives) (Table 6).

Table 6. Chi-squared test
Source: made by authors

		Means of transport used		Means of transport used		
		Personal car	Bus/coach	train	Bus /coach	airplane
Ads in newspapers, magazines, radio, TV	136	99	41			
Recommendations from friends / relatives / cronies	363			142	102	94
Chi-squared Test	hi ²	5,582	5,061	5,747	11,620	8,202
	p	0,018	0,024	0,017	0,001	0,004

To examine the effects of independent variables on one or more dependent variables we applied the t test. The dependent variable in the first test was the number of overnights spent in the tourist accommodation spaces. In order to be applied test Sig. (2-tailed) must be less than 0.05, which represents a confidence, level of 95% (this value is chosen from SPSS and is a standard value). We also highlighted the sense of correlation using Pearson Correlation. Pearson Correlation can have values between -1 and +1, where the maximum value indicates a perfect correlation.

a) T test for number of nights

Table 7. Independent Sample Test for number of nights
Source: made by authors

The number of nights spent in tourist accommodation decreased from 2008		For diversified cultural offers(museu ms, festivals)	Previous visits	During some special events of the year(1 December, March 8, 1 may)	For visiting friends, relatives outside the city
Independent Sample Test – t test	Levene’s Test for Equality of Variances	0.000	0.000	0.000	0.000
	t	-3.595	-2.827	-2.348	-2.694
	Sig. (2-tailed)	0.000	0.004	0.019	0.006
Pearson Correlation		,134	,106	,087	,101

Number of nights spent in tourist accommodation depend on official holidays (national day off), diversified cultural offers, visits to relatives, previous visits (Table 7). Between these elements there is a positive correlation, meaning that the number of overnights increased because of the many cultural offerings and due to previous pleasant visits. The existence of this correlation is confirmed by applying the Pearson test.

Table 8. Independent Sample Test for number of nights
Source: made by authors

The number of nights spent in tourist accommodation decreased from 2008		At the recommendation of friends/relatives/kin	Temperature/ weather	Accommodation/ lodging	Activities and attractions
Independent Sample Test – t test	Levene’s Test for Equality of Variances	0.000	0.000	0.000	0.001
	t	-2.291	-2.594	-2.125	-2.047
	Sig. (2-tailed)	0.021	0.010	0.034	0.41
Pearson Correlation		,086	,097	,079	,077

The survey showed that the consumers of touristic products are using a wider spread of information when making their decision and there is a spark of interest in enlarging their interest for purchasing tourism products. However, respondents aren't just price conscious, they're also discerning, mostly by making use of the help of friends or acquaintance that have previous explored a specific destination (Table 8).

We also have a positive correlation, the temperature seems to have had a greater influence on the 4 elements (so also underlined the value of Sig. (2-tailed) of this element is $\leq .01$).

Table 9. Independent Sample Test for number of nights
Source: made by authors

The number of nights spent in tourist accommodation decreased from 2008		People/culture	Hotels	Personal car	Age group
Independent Sample Test – t test	Levene’s Test for Equality of Variances	0.000	0.000	0.000	0.001
	t	-2.110	-3.114	-2.386	2.202
	Sig. (2-tailed)	0.035	0.002	0.017	0.028
Pearson Correlation		,078	,116	,090	-0.84

Overnights depend upon the presence of cultural figures, the increasing competition in the hotel market and one possible explanation for using their personal cars is because all family members were able to go on vacations. The three items have a positive correlation, the one that shows a negative correlation is age. Once they get older tourist consumer tend to spend less nights in an accommodation. The strongest influence on these 4 elements is the variable hotels with a 0.116 (Table 10).

b) T test for the disposable income of tourists for various activities

For the second test we used as the dependent variable t income. And for this Sig. (2-tailed) must be less than 0.05 which represents a confidence level of 95%. We also highlighted the sense of correlation using Pearson Correlation.

Table 10. Independent Sample Test for the disposable income of tourists for various activities
Source: made by authors

Disposable income after 2008		At the recommendation of friends/relatives/kin	It is easy to reach	Temperature	For visiting relatives
Independent Sample Test – t test	Levene’s Test for Equality of Variances	0.000	0.000	0.000	0.000
	t	2.242	2.791	3.991	2.622
	Sig. (2-tailed)	0.025	0.005	0.000	0.009
Pearson Correlation		-.059	-.125	-.123	-.126

In table nr. 10 there is a negative correlation.

- We have more recommendations in consequence our revenues decrease because the tourists are visiting more places;
- It is easy enough to reach – there is more money in our pocket for other business;
- We have a higher temperature - have higher expenses; visiting several relatives - spending high.
- What had the greatest influence was distance as shown in the value -0.125 Pearson Correlation.

Table 11. Independent Sample Test for the disposable income of tourists for various activities
Source: made by authors

Disposal income after 2008		Number of overnights	Education	Accommodation	Local food/shops
Independent Sample Test – t test	Levene’s Test for Equality of Variances	0.000	0.000	0.000	0.000
	t	15.457	2.725	3.650	2.513
	Sig. (2-tailed)	0.000	0.007	0.000	0.012
Pearson Correlation		-.277	-.116	-.133	-.065

According to Table 11 we have negative correlations, so the number of overnights does influence the disposal income for other activities. As Smeral (2009) appreciates that the fall of expenditures was a greater extension rather than the decline of arrivals. Negative influences come also from studies, as in a greater extension the customers have higher studies the more they want a greater offer of activities, hence we have less money. An important role plays the technology that over the years has become a necessity, enabling both the producer to reach the consumer more rapidly, but also for the consumer to reach the information about items for consumption faster (Table 12).

Table 12. Independent Sample Test for the disposable income of tourists for various activities
Source: made by authors

Disposal income after 2008		Activities and attractions	People/local culture	Internet
Independent Sample Test – t test	Levene's Test for Equality of Variances	0.000	0.000	0.000
	t	3.397	2.259	4.068
	Sig. (2-tailed)	0.001	0.024	0.000
Pearson Correlation		-.122	-.062	-.167

The number of nights spent has decreased in 2009 and consequently a decrease can be seen in hospitality industry incomes (Balan, Birsan 2010). They also state that economic crisis has produced a change in consumer behaviour with significances for the tourism industry.

5. Conclusions

At the begging of the crises there was a lot of uncertainty with the depth, duration and the implications over the tourism industry. Now, according to the newest UNWTO World Tourism Barometer the demand for international tourism grew in the first 8 months of the year by 5%. This shows a difference in the confidence of the tourist consumer. In Romania, a consistent improvement in the national wealth and in the income of individuals has not been produced yet and that explains in a slightly portion the behaviour of the tourist. In some forms, the national tourism system has kept its vitality, with some differences at regional level. The drop in the disposal income, messages and events presented by media influenced the inferior to average confidence of tourists.

According to Bronner and Hoog (2012) tourists embrace several attitudes: economizing, different types of saving and changing strategies before planning the trip and when practicing actually. We can assess that the financial crisis presented several distortions for the tourism business and of cause of that, the costs have increased. The changes in the attitude of consumer must represent a trigger to the business in tourism and this way look for approaches to improve their productivity, to reduce the price of the destinations to create the proper work environment for innovation and enable technological improvement.

In order to maintain the number of tourists, among the solutions that have been applied there were discounts, reduction in prices, national programs - "tourism for all". To cope with less revenue allocated to holiday's consumers have sought special offers, sought to spend their holidays closer to the residence to reduce transport costs, have turned to the internet.

When tourists choose a destination they take into account the total cost of the holiday. This present study confirmed these hypotheses through application of statistical tests on the questionnaire applied in the month of May 2013 on a sample of 704 people.

Romania has not yet passed the crisis, unemployment, the highest values recorded in previous years. Tourism consumption is still at a low level. It looming that in the coming years a palpable recovery of the economy will succeed, which will have positive effects on tourism.

"Every test successfully met is rewarded by some growth in intuitive knowledge, strengthening of character, or initiation into a higher consciousness."

Paul Brunton

References

- Andreasen AR, 1965 Attitudes and consumer behaviour: A decision model, New research in Marketing, Institute of Business and Economic Research, University of California, Preston L, pp.1-16;
- Balan, Alina; Birsan, Mihaela, 2010 Impact of economic crisis on the tourism industry in Romania. An econometric analysis of overnights stays, The Annals of The "Ștefan cel Mare" University of Suceava. Fascicle of the Faculty of Economics and Public Administration Vol. 10, Special Number;

- Bonilla-Lopez, Luis Miguel, Bonilla-Lopez Jesu's Manuel, 2009 Postmodernism and Heterogeneity of Leisure Tourist Behavior Patterns, *Leisure Sciences*, 31: 68–83;
- Beni, M. C. (2006). *Política e planejamento de turismo no Brasil* [Tourism policy and planning in Brazil]. São Paulo: Aleph;
- Bonilla Lopez J.M., Bonilla Lopez L.M., Sanz-Altamira B., 2011 Consumer innovative behavior in vacation travel, Book of proceedings vol. i – international conference on tourism & management studies – Algarve;
- Bordo, Michael D. , Haubrich Joseph G.(2012) Deep Recessions, Fast Recoveries, and Financial Crises: Evidence from the American Record, Federal reserve Bank of Cleveland NBER Working Paper No. 18194;
- Bronner Fred, Hoog de Robert 2012 Economizing strategies during an economic crisis, *Annals of Tourism Research* Volume 39, Issue 2, April 2012, Pages 1048–1069;
- Brunton, P., [online] available at: <<http://www.goodreads.com/quotes/tag/crisis>> [Access 15 december 2013] ;
- Drew Martin, Arch G. Woodside, 2011 Storytelling research on international visitors: Interpreting own experiences in Tokyo *Qualitative Market Research: An International Journal*, Volume 14 issue 1 (pp. 27 - 54);
- Egon Smeral, 2009 The effects of the financial and economic crisis on tourism activities, Facing climate change and the global economic crisis eurac Bolzano/Bozen 20-21 November;
- Filipescu, N., 2009. Consecintele crizei financiare globale [online] available at: <<http://www.revista22.ro/consecintele-crisiei-financiare-globale-5498.html>> [Access 15 december 2013];
- Hawkins, D.I., Best, R.J., Coney, K.A., 2001. Consumer behavior, 8th edition, New York,. U.S.A.: McGraw-Hill, p. 26;
- Harrison-Hill, T. 2000, Investigating cognitive distance and long-haul destinations *Tourism Analysis* Vol. 5 No. 2/4 pp. 83-90, Special issue: Reports from the second symposium of the Consumer Psychology of Tourism, Hospitality;
- Kima Dan J. , Ferrin Donald L., Raghav Rao A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents, *Decision Support Systems* Volume 44, Issue 2, January 2008, Pages 544–564;
- Manrai, L. A., and A. K. Manrai, (1996) Current issues in cross-cultural and cross-national consumer research In *Global perspectives in cross-cultural and crossnational consumer research*, ed. L. A. Manrai and A. K. Manrai, 13. New York: International Business Press/Haworth Press;
- Mazanec, J. A., 1989 Consumer behaviour in tourism, *Tourism marketing and management handbook*, pp. 63-68;
- Neuman, W. L. (2006). *Social research methods: Qualitative and quantitative approaches* [6th edition]. Boston: Pearson Education Inc.;
- Nixon, R.M., Crisis Quotes [online] available at: <<http://www.brainyquote.com/quotes/keywords/crisis.html>> [Access 15 december 2013] ;
- Oliani Laerte Gil Nicaretta, George Bedinelli Rossi, Viviane Chunques Gervasoni, What Are the Attractiveness Factors That Influence the Choice of a Tourist Destination—A Study of Brazilian Tourist Consumer, *Chinese Business Review*, ISSN 1537-1506 April 2011, Vol. 10, No. 4, 286-293;
- Perriman, H, Ramsaran-Fowdar, R & Baguant, P 2010, The impact of the global financial crisis on consumer behaviour in Z Haqq (ed.) *Proceedings of Annual London Business Research Conference*. 12-14 July, Imperial College, London, UK, World Business Institute, Melbourne, Australia, pp. 1-14, <http://www.wbiconpro.com/06-Priya.pdf> (Viewed 3/6/2013);
- Rayvistic Mutinda Ndivo, Melphon Mayaka Mr. (2012) Application of destination choice model: Factors influencing domestic tourists destination choice among residents of Nairobi, Kenya, *Tourism Management* 1-5;
- Roberts, A. R., 2005. *Crisis intervention handbook: Assessment, treatment and research*. New York: Oxford University Press, p. 17.
- Rayvistic, M., Melphon, M., 2012. Application of destination choice model: Factors influencing domestic tourists destination choice among residents of Nairobi, Kenya , *Tourism Management*, Volume 33, Issue 6, December, pp. 1593–1597;
- Scott, N., Laws, N. and Prideaux, B. (2010) *Safety and Security in Tourism*, Routledge, London;
- Swarbrooke John, Horner Susan, 2001 *Business Travel and Tourism*, *Tourism* /Butterworth-Heinemann, Taylor & Francis;
- Serra, A.; Tàbara, J. D.; Chabay, I.; 2011, Assessing the role of vertical and horizontal communication in disaster risk reduction learning and planning: The case of the Spanish Tous dam-break [online] available at: <http://www.unisdr.org/files/18197_204chabayetal.assessingtheroleofver.pdf> [Access 15 december 2013] ;
- Simon, H.; 2009. The crisis and customer behaviour: eight quick solutions, *Journal of Customer Behaviour*, Volume 8, Number 2, June , pp. 177-186(10)
- Vrasti, R., Ghid Practic de Interventie in Criza [online] available at: <<http://www.vrasti.org/1.%20Ce%20este%20criza.pdf>> [Access 15 december 2013]
- Vanzarile totale de autoturisme au scazut cu 53,9%, dupa primele zece luni ale anului [online] available at <<http://www.roportal.ro/articole/vanzarile-totale-de-autoturisme-au-scazut-cu-539-dupa-primele-zece-luni-ale-anului-1604.htm>> [Access 15 december 2013]
- 2008, Calcularea unui test T [online] available at: <<http://www.e-learn.ro/tutorial/spss/iii-calcularea-unui-test-t/134/1/173.htm>> [Access 15 december 2013]
- Studiul corelational [online] available at: <http://statisticasociala.tripod.com/cor_par.htm> [Access 15 december 2013]
- 2007, Crisis intervention [online] available at <http://www.sagepub.com/upm-data/14229_Chapter5.pdf> pag 94 [Access 15 december 2013]
- Insurance Definitions [online] available at <<http://www.hccmis.com/international-insurance-definitions/#national-association-of-insurance-commissioners>> -> [Access 15 december 2013]
- Dictionar [online] available at <<http://dexonline.ro/definitie/criza>> [Access 15 december 2013]
- Dictionary [online] available at <<http://oxforddictionaries.com/definition/english/crisis?q=crisis>> [Access 15 december 2013]
- Documente [online] available at: <www.bnr.ro/DocumentInformation.aspx?idDocument=13571...1> [Access 15 december 2013]