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THE DESTINATION IMAGE OF BUCOVINA AMONG ROMANIAN TOURISTS

Case
Study

Keywords

*Destination image,
Image of Bucovina,
Emergent coding,
Unique image,
Romanian tourists*

JEL Classification

M31, Z32

Abstract

The aim of this article is to identify the destination image of Bucovina among the Romanian tourists. Bucovina is one of the most important tourist destinations of Romania, located in the North-Eastern region of Romania and tourism has the potential to provide significant support for economic development of this region. This economic development may occur if the elements of tourism are well-managed. One of the factors influencing the success of a destination is its image. Earlier studies showed the importance of destination image, even though no studies have been conducted for Bucovina to identify the image of this destination. To implement this study, we used survey as the research method and the questionnaire as our research tool. We conducted the content analysis of responses to open questions. The items were included into a broader questionnaire although this article comprises just the qualitative research in which we included emergent coding.

INTRODUCTION

Tourism is one of the industries that have been quickly developing over time. Its development has continued even in the recent global context of changes generated by the economic crisis. The use of tourist potential provides several advantages. Under current economic context of Romania, tourism has been one of the few industries together with agriculture that has the potential to recover and bring a major contribution to region's economic development.

Romania has a huge but not used to its full potential tourist potential. Its natural and anthropic potential gives tourists an unforgettable experience by providing a wide range of tourism forms that may be practiced.

Potential clients are provided with various tourist packages with similar features in terms of quality of services and products, natural setting and service of employees in the tourist accommodation. Competition among tourist destinations has intensified and the efficient management of all tourist elements is vital in reaching the success of a tourist destination (Bornhorst, Ritchie & Sheehan, 2010, Adeyinka-Ojo, Khoo-Lattimore & Nair, 2014). For a tourist destination to be selected, it should be perceived as being distinct and unique (Qu, Kim & Im, 2011). The intention to sell is influenced by the destination image and several researchers underlined its importance. Previous studies showed that the perceptions on the destination image may be both positive and negative (Willits, Bealer & Timbers, 1990, Chen & Kerstetter, 1999) To create tourist products and services with a high perceived value, service providers should know and understand its target market (Pena, Jamilena, Molina & Pino, 2014).

Qu et al (2011) showed in their research that the "unique image of a destination needs to be regarded as an important brand association to influence the image of a destination brand" (p.466).

The aim of this article is to identify the destination image of Bucovina among Romanian tourists. Namely, the study aims to identify the perceptions related to Bucovina tourist destination of Romanian tourists who visited this region.

Data used in this study were collected within a pilot study carried out by the author in her doctoral research. The overall aim of the pilot study was to identify the perceptions and expectations of tourists on the promotion of the tourist village of Bucovina. To achieve the aim of the pilot study, we used the survey as the research method and the questionnaire as our research tool. The questionnaire was distributed online.

LITERATURE REVIEW- METHODS, TECHNIQUES AND TOOLS

The image of tourist destinations has been extensively researched throughout the years (Fakeye & Crompton 1991, Govers, Go & Kumor, 2007). Researchers formulated various definitions. Cai (2002) defines the destination image brand as "perceptions about the place as reflected by the associations held in tourist memory" (p.723) and Tasci, Gartner & Cavusgil (2007) argues that "destination image is an interactive system of thoughts, opinions, feelings, visualizations and interactions toward a destination" (p.200).

Table number 1 includes articles focused on tourist promotion of rural regions, rural area being predominant in Bucovina (Chen & Kerstetter, 1999, Cini, Leone & Passafaro, 2010, Chaşovschi, Hesselmann, Bordeianu & Buhac, 2011, Pena, Jamilena & Molina, 2012, Pena, Jamilena, Molina, 2012, Zhou, 2014, Adeyinka, Khoo-Lattimore, Pino, 2014, Bitsani & Kavoura, 2014, Pesonen & Tuohino, 2015). Table number 2 includes articles researching tourism promotion in general (McWilliams & Crompton, 1997, Wang, Hwang & Fesenmaier, 2006, Bornhorst, Ritchie & Sheehan, 2010, Tussyadiah, Park & Fesenmaier, 2010, Dudensing, Hughes & Shields, 2011, Ţugulea, Bobâlcă, Maha & Maha, 2013, Park, Nicolau & Fesenmaier, 2013, Heung & Kucukusta, 2013, Choe, Stienmetz & Fesenmaier, 2014, Choe, Stienmetz & Fesenmaier, 2014, Vicol & Zaiţ, 2014, Stienmetz, Chang & Fesenmaier, 2015, Nguyen & Pearce, 2015, Kim, Xiang & Fesenmaier, 2015, Xiang, Magnini & Fesenmaier, 2015). The selected information comprises the aim, research methods, techniques, as well as the tools chosen by researchers in their studies. The articles have been ordered chronologically.

Most previous studies use quantitative approaches; other studies use both quantitative and qualitative research methods. Rarely may we find studies in which qualitative methods have been used. Survey is one of the most used research methods and the most frequently used tool is the questionnaire. Until now, no similar studies focused on the identification of the destination image of Bucovina have been conducted.

METHODOLOGY

Sample

Data was collected during a period of 17 days. During this period, 50 questionnaires were completed, out of which 37 were validated. From 37 respondents, there were 28 women (75,7%) and 9 men (24,3%).

Most respondents were from Cluj County (eight people), followed by Bucharest, Iaşi and Sibiu (each

with seven respondents), Neamț County (three respondents), Suceava County (two respondents), Arad, Bacău, Botoșani, Covasna, Dâmbovița, Maramureș, Mureș, Prahova, Satu Mare, Sălaj and Vaslui Counties (one respondent). One respondent did not mention the county of origin.

In terms of education, most respondents 43.2% have a graduate degree, 40.2% have a higher degree, 8.1% have a PhD and 8.1% have high-school education. Most respondents (19 individuals) have ages between 26 and 30, followed by an age group between 31 and 40 (11 individuals). Four respondents are over 40 and three are under 20 years. In terms of civil status, 62.2% of respondents are married, 29.7% are single and 8.1% live in a partnership. A series of authors showed that the profile of respondents (gender, country of origin, level of education, age, marital status etc.) influenced the purchasing behaviour, their perceptions, including their perception towards destination image (Chen & Kerstetter, 1999, Beerli & Martin, 2004, Bick & Chiper, 2007, Jaba, Ionescu, Iatu & Balan, 2009, Apostu, 2012, Sasu & Sasu, 2015, Terec-Vlad, Trifu & Terec-Vlad, 2015, Apostu, 2016).

Tool

The questionnaire was designed for the online environment using the platform provided by the web site [surveymoz.com](https://www.surveymoz.com) (<https://app.surveymoz.com/builder/build/id/3033607>) by means of an account especially created to build the questionnaire. The questionnaire was distributed by sending the link (<http://www.surveymoz.com/s3/3033607/New-Survey>) to 40 individuals using the messenger of a social network, and the questionnaire link was posted to two groups chosen randomly from our own database. The individuals were randomly chosen from our website.

Data analysis

A comparative analysis of the 2 open questions was conducted. This section was targeted at people who have visited Bucovina. Out of 37 fully completed questionnaires, 36 fall into the category of visitors and non-visitors and one into the category of respondents who have never heard of the Bucovina tourist destination. Out of 36 questionnaires, 27 were completed by visitors. Visitors had two open questions. As 2 of the respondents selected Suceava as their county of residence, even though they were not in the county when they visited the questionnaire, we chose to eliminate their responses to maintain the accuracy of information regarding the perception on the destination chosen for the research. Therefore, we obtained 25 responses that were used in the content analysis using emergent coding.

We reduced the statements to the smallest number of words to make the analysis easier and following that the reformulations keep the respondent's ideas (Juravle, Sasu & Bubăscu, 2015).

Coding was made manually, allotting to each statement a code in order to facilitate their identification. Later, we identified the labels; next stage identified the grouping of items under appropriate labels. Having collected the data, after coding, we also conducted the qualitative analysis of data.

Results

The first item we will be using in this research enables us to formulate short responses on the image perceived by tourists after visiting Bucovina. By simplifying the responses and coding them, we obtained the following responses:

- Q3.R1. Monasteries, a place that recharges your energy;
- Q3. R3. Monasteries, Cacica, Cuisine of Bucovina;
- Q3.R4. Hospitality, warm people, forest and beautiful nature, landscapes, monasteries;
- Q3. R5. Vatra Dornei;
- Q3.R7. Relaxing destination;
- Q3.R9. State of inner peace/ Monasteries/ Calm, happy people, glad to have guests ;
- Q3.R10. Native village with magnificent landscape/ deep peace;
- Q3.R12. Happiness, freedom, small cows grazing, peace, rediscovery;
- Q3.R14. Home-made food;
- Q3.R15. Monasteries / captivating landscapes;
- Q3.R18. History, traditions + old customs/ Churches/ Monasteries / Magnificent landscapes/ hospitable people;
- Q3.R20. Monasteries, traditional food, honey moon;
- Q3.R21. A mosaic of landscapes, traditions;
- Q3.R24. Childhood vacations/ mountains covered with snow;
- Q3.R26. Fresh air relaxes me;
- Q3.R27. Moldovița, Sucevița, Voroneț/ painted eggs / traditional costume/ worn with pride;
- Q3.R28. Traditional Easter holidays, Christmas/ happy mood/ traditional food!
- Q3.R29. Beautiful and hospitable people/ peace and quietness;
- Q3.R30. Fresh air/ monasteries/ vacations / mountains;
- Q3.R32. It is my home;
- Q3.R35. It feels like home, magnificent landscape;
- Q3.R36. Monasteries, rural landscape;
- Q3.R37. Mountains/ Forests/ Mountain landscapes;
- Q3.R38. Joy/ quietness /traditions;

Resulted categories

a) Anthropic attractions (17 items)

This category included responses related to "Monasteries"(the following respondents mentioned the word "monasteries", or "Moldovița, Sucevița , Voroneț": R1, R3, R4, R9, R15, R18, R20, R27, R30, R36), "Settlements"(R3,R5), "culture" (R10, R18).

b) Atmosphere (35 items)

Into this category have been included all responses linked to the following features: relaxed atmosphere, cuisine, hospitality, quietness, rediscovery/return, traditions/customs, peace, happiness, and pride to wear the traditional costume.

One of the elements of the feature "relaxed atmosphere" was mentioned by the following respondents: R1 "a place recharging your energy", R7 "relaxed destination", R12 "freedom", R20 "honey moon", R24 "childhood vacations", R26 "it relaxes me", R28 "traditional holidays", R32 "It is my home", R35 "it feels like home". The respondents and their statements related to "gastronomy" were: R3 "gastronomy of Bucovina", R14 "home-made food", R20 "traditional food", R28 "traditional food"- responses included into the feature atmosphere based on the study of Chen& Kerstetter, 1999. Regarding "hospitality", the following respondents mentioned these ideas: R4 "hospitality", R9 "calm people and hospitable", R18 "hospitable people", R29 "beautiful and hospitable people". Bucovina destination suggests "quietness" to the following respondents: R9 "peace", R10 "deep peace", R12 "peace", R29 "quietness, peace" and R38 "quietness" and "rediscovery/ return" were mentioned by: R 12 "rediscovery", R24 "childhood vacations". The feature "traditions/ customs" was noticed in the responses of the following respondents R10 "native village", R18 "old traditions and customs", R21 "traditions", R27 "painted eggs/ traditional costume", R28 "traditional holidays" and R38 "traditions". For some respondents, Bucovina suggests "joy": R12 "happiness", R28 "happy mood" and R38 "happiness" and one respondent correlated the image of Bucovina with the pride for wearing the traditional costume (R27).

c) Natural landscape (15 items)

This feature includes two elements: "landscape" and "fresh air". As most statements are simple, mentioning just the word "landscape" we will mention just the respondents included in this category: R4, R10, R15, R18, R21, R30, R35, R36, R37 and the feature "fresh air" was mentioned by the respondents R26, R30.

The volume of categories item 1

Dimensions	Attribute	No. Items
1. Anthropic attractions		17
	Monasteries	13
	Settlements	2
	Culture	2
2. Atmosphere		35
	Relaxed atmosphere	9
	Gastronomy	4
	Hospitality	4
	Quietness	6
	Rediscovery/return	2
	Traditions/ customs	6
	Joy	3
	Pride for wearing the traditional costume	1
3. Natural landscape		15
	Landscape	13
	Fresh air	2
Total		67

The order of expressing ideas

To make this process relevant, we will consider the responses including more features. The presentation of feature expression in responses is made depending on their frequency.

The feature met in most respondents is "monasteries" (10 respondents), followed by "landscapes" (9 respondents), "relaxed atmosphere" (9 respondents), "traditions and customs" (6 respondents) and "quietness" (5 respondents).

We selected respondents that contain responses found in at least 2 of the features mentioned earlier, we selected 10 responses. For an easier analysis, we will use "M" for monasteries, "P" for landscapes, "A" for relaxed atmosphere, "T" for traditions and customs and "L" for peace.

R1 M A

R13 M P

R18 M P

R20 M A

R27 M T

R30 M P

R36 M P

R4 P M

R 10 P L

R9 L M

The responses of 9 out of 10 respondents selected for the analysis include the feature "monasteries" and 7 out of 9 mentioned more monasteries than other features. Two respondents mentioned an item related to landscape more than other items and just one person mentioned peace as the first item.

By making an analysis of open question addressed to visitors, we observe that they first correlate the image of Bucovina with the monasteries although the number of items from the feature "monasteries" and "landscapes" is equal and it appears both from

the frequency of features and the order of expressing ideas.

The second open question aimed to identify the perception of tourists on attractions they associate with Bucovina. For qualitative analysis, we used coding in the same way as we used it in the analysis of other open questions. These were the simplified and coded responses, the irrelevant, wrong responses and the responses of residents of Suceava County were eliminated:

Q6.R1. Monasteries;
Q6.R3 Putna Monastery, Voroneț Monastery, Cacica Saltworks, Vatra Dornei;
Q6.R4.Voroneț, The cell of Daniil the Hermit, Village Museum;
Q6.R5.Monasteries: Sucevița, Voronet, Putna, The Bucovina Village Museum , The Royal Fortress;
Q6.R7. Monasteries;
Q6.R9. Monasteries;
Q6.R10. Voroneț Monastery, Humorului Monastery, Gura Humorului, Ariniș Resort, Trans Rarău ;
Q6.R12. Neagra-Șarului, Vatra-Dornei, Câmpulung Moldovenesc;
Q6.R14. Gura Humorului Resort, Monasteries;
Q6.R15.Voroneț Monastery;
Q6.R17. Monasteries, Vatra Dornei, The Royal Fortress, Marginea, Cacica;
Q6.R18. Monasteries: Putna, Sucevița, Voroneț. The Royal Fortress, Marginea Ceramic Workshop ;
Q6.R20. Monasteries: Moldovița, Sucevița, Voroneț, Museum of Decorated Eggs;
Q6.R21. Monasteries, Mountain Resorts, Museums, Nature Reservations;
Q6.R24. Mountains, Monasteries, Resorts;
Q6.R26. Monasteries– Ski Area from Vatra Dornei+ Gura Humorului– Mountain routes (Rarău) – Transrarău;
Q6.R27. Painted Churches+ Monasteries: Moldovița, Sucevița, Voroneț, Arbore, Humor, Dragomirna and Putna, The Royal Fortress, Marginea Ceramic Workshop;
Q6.R28. Gura Humorului, Monasteries : Voroneț, Moldovița, Humor, Putna, Sucevița; The Royal Fortress;
Q6.R29. Ski area from Vatra Dornei, Gura Humorului, Monasteries: Humor, Voroneț; Marginea ceramic Museum, Cacica area and Cacica Saltworks., Ion Gramada Museum;
Q6.R30. Voroneț Monastery, Putna Monastery, Cacica Saltworks, The Royal Fortress;
Q6.R35. Monasteries, Palma;
Q6.R36. Monasteries Putna, Voroneț, Cacica Saltworks,;
Q6.R37. Voroneț Monastery, Sucevița Monastery, Moldovița Monastery;
Q6.R38. Putna Monastery, The Cell of Daniil the Hermit, Voroneț Monastery, Humor Monastery.

Resulted categories:

a) Monasteries (47 items)

This category included all items referring to monasteries, whether a simple response “monasteries” or examples of monasteries were given. 22 out of 24 analysed responses include at least one item from this category and the following respondent mentioned it: R1, R3, R5, R7, R9, R10, R14, R15, R17, R18, R20, R21, R24, R26, R27, R28, R29, R30, R35, R36, R37 and R38.

b) Settlements (11 items)

All items referring to settlements were included into this category, urban and rural. So, we included: Vatra-Dornei, Voroneț, Gura Humorului, Câmpulung Moldovenesc, Neagra Șarului, Marginea and Cacica. The following respondents mentioned items included into this category: R3, R4, R10, R12, R17, R28, R29.

c) Cacica Saltworks (4 items mentioned by R3, R29, R30, R36)

d) Historic monuments (14 items)

This category includes museums and memorial houses, the Cell of Daniil the Hermit and the Royal Fortress. Although the monasteries and the churches are included into this category, we created a separate category due to the high number of mentions and their importance.

- Museums/ memorial houses (4 items: R4, R5, R20, R29)

- The Cell of Daniil the Hermit (2 items: R4, R38)

- The Royal Fortress (7 items: R5, R17, R18, R21, R27, R28, R30)

e) Amusement Park (2 items: R10, R14)

f) Transrarău (2 items:R10, R26)

g) Marginea Ceramic workshop (3 items: R18, R27, R29)

h) Resorts/reservations (9 items: R21, R24, R26, R29)

i) Palma (The Monument of Road Workers) (1 item: R25)

The volume of categories item 2

Tourist attraction	Items	No. items
1. Monasteries	Total	47
	Mănăstiri	9
	Voroneț	13
	Putna	8
	Sucevița	6
	Humor	5
	Moldovița	4
	Arbore	1

	Dragomirna	1
2. Historic monuments	Total	14
	The Royal Fortress	7
	Museums/ memorial houses	4
	The Cell of Daniil the Hermit	
3. Settlements	Total	11
	Vatra Dornei	3
	Gura Humorului	2
	Cacica	2
	Marginea	1
	Voroneț	1
	Câmpulung	1
	Moldovenesc	
	Neagra Șarului	1
4. Resorts/reservations	Total	9
	Resorts	6
	Reservations	1
	Mountains	2
5. Cacica Saltworks		4
6. Marginea Ceramic workshop		3
7. Amusement Parks		2
8. Transrărău		2
9. Palma (The Monument of Road Workers)		1
Total		73

CONCLUSIONS

Based on qualitative research that analysed the open questions and used coding, the destination image of Bucovina was identified. The research found that its image is positive; the respondents correlated Bucovina primarily with monasteries located in this region. Also, the destination image of Bucovina involves beautiful landscape, relaxed atmosphere, peace combined with traditions and authentic traditions.

The results of research showed that the respondents are able to name several tourist attractions from Bucovina, the monasteries occupying the first position (47 items). The respondents provided 14 features related to historic monuments, 11 related to settlements, 9 to resorts and reservations and 4 mentioned the Cacica Saltworks and 8 respondents named other attractions. Nevertheless, no respondent mentioned several attractions in the region having great potential.

The results are important for marketing and management experts and the destination image should not be neglected. The positive perception on the Bucovina tourist destination should be kept by efficient management of all element of the tourist industry.

LIMITATIONS

This research has a few limitations. The focus on just one tourist destination prevents us to generalize its results. The selection method of respondents from our own database and the limited number of respondents does not make it possible to generalize the results. The future research should consider another method of selecting respondents, the increase of their number and a deeper quantitative analysis.

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ANNEXES

Table no. 1

No. crt.	Author	Title	Year	Method	Technique	Tool	Aim
1	Chen Po-Ju, Kerstetter Deborah	International Students' Image of Rural Pennsylvania as a Travel Destination	1999	Literature review+ qualitative+ quantitative- Focus-group, Survey	Pilot study, Survey with a self-administered questionnaire	Questionnaire(329), SPSS- Variance, Cronbach Alpha, Correlation, Pearson's	To examine the image of international students on rural tourist destination in Pennsylvania
2	Cini Francesca, Leone Luigi, Passafaro Paola	Promoting ecotourism among young people: A Segmentation Strategy	2010	Literature review+ Quantitative- Survey	Survey with a directly administered questionnaire	Questionnaire (365), Variance, Cluster, Discriminant analysis	Segmentation of young tourists market using a series of psychosocial factors
3	Chaşovschi Carmen Emilia, Hesselmann Gerd, Bordeianu Otilia- Maria, Buhac Elena	Analysis of tourism motivation toward market segmentation and strategic management of Bucovina destination	2011	Quantitative- Survey	Survey with a directly administered questionnaire	Questionnaire (109)	To identify reasons of tourists to visit Bucovina
4	Peña Ana Isabel Polo, Jamilena Dolores Maria Frias & Molina Miguel Ángel Rodriguez	Validation of cognitive image dimensions for rural tourist destinations A contribution to the management of rural tourist destinations.	2012	Literature review+ Qualitative+ Quantitative- Interview, Survey	In-depth interview, Telephone interview, Survey with a directly administered questionnaire, content analysis	Questionnaire (202), CFA, Chi-square, GFI (in-depth interview – 3 rural tourism experts, telephone interview- 59 rural tourism professionals)	To identify and validate dimensions involved in the formation of cognitive image of a rural tourist destination
5	Peña Ana Isabel Polo, Jamilena Dolores, Maria Frias & Molina Miguel Ángel Rodriguez	Market orientation as a strategy for the rural tourism sector: Its effect on tourist behavior and the performance of enterprises	2012	Literature review+ Quantitative- Survey	Telephone survey, + Survey with a directly administered questionnaire	Questionnaire (tourists 572, company-100), Ordinary SEM, multilevel SEM, chi-square, CFI, Tucker-Lewis Index, RMSEA, Correlation	To check the importance of market orientation as a business strategy in rural tourism sector
6	Zhou Lingxu	Online rural destination images: Tourism and rurality	2014	Qualitative- Literature review+ Case study	Qualitative content analysis / coding	Data analysis- Software Nvivo10	To analyze the affective and cognitive elements of tourist destination and its real and imaginary dimensions;
7	Adeyinka-Ojo Samuel Folorunso, Khoo- Lattimore Catheryn, Nair Vikneswaran	A framework for rural tourism destination management and marketing organizations	2014	Literature review	Content analysis		To identify the role of DMMOs and to develop an adequate framework for DMMOs in the context of rural tourism
8	Pena Ana Isabel Polo, Jamilena Dolores Maria Frias, Molina Miguel Angel	Online Marketing Strategy and Market Segmentation in the Spanish Rural	2014	Literature review, Qualitative, Quantitative- Textual	Qualitative content analysis, site analysis	NVIVO, Coding, Variance, Chi-square, Correlation, Standard deviation	To test the differentiation strategies in the online environment used by providers of accommodation

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	Rodrigues, Pino Juan Miguel Rey	Accomodation Sector		analysis +Survey			services in rural areas in different tourism segments
9	Bitsani Evgenia, Kavoura Niki	Host Perceptions of Rural Tour Marketing to Sustainable Tourism in Central Eastern Europe. The Case Study of Istria, Croatia	2014	Literature review, Quantitative-Survey	Survey with a directly administered questionnaire	Questionnaire(350)	To examine the attitude of community that includes entrepreneurs from Istria, Croatia, towards the promotion of rural and cultural tourism of the region and to study the factors that influence their attitude
10	Pesonen Juho Antti, Tuohino Anja	Activity-based market segmentation of rural well-being tourists: Comparing online information search	2015	Literature review+ Quantitative-Survey	Content analysis, Online survey	Questionnaire (1967), Cluster , SPSS(20)	To research the well-being of tourists as a heterogeneous market segment of rural tourism from the perspective of segmentation based on activities; (measures searching for information)

Table no. 2

No. crt.	Author	Title	Year	Method	Technique	Tool	Aim
1.	McWilliams Edward, Crompton John	An expanded framework for measuring the effectiveness of destination advertising	1997	Qualitative: Experiment	Telephone interview	TV advertisement, interview guide(1000 interviews)	To define the differentiated response of tourists to promotion and development of a framework to assess the recovery of investment in destination promotion
2.	Wang Youcheng, Hwang Yeong-Hyeon, Fesenmaier Daniel	Futuring Internet Marketing Activities Using Change Propensity Analysis	2006	Literature review, Quantitative-Survey	Statistical analysis, survey by mail	Questionnaire (260)	To examine current and future use of web-based marketing activities of CVB(organizations promoting a city/region)
3.	Bornhorst Tom, Ritchie Brent J.R., Sheehan Lorn	Determinants of tourism success for DMOs& destinations: An empirical examination of stakeholders' perspectives	2010	Qualitative-Interview	Telephone interview	Interview guide (84 interviews); Nvivo software, Coding	To assess perceptions of parties involved in tourism (managers, politicians) related to tourist success of a DMO or destination and to discover if there is a relation between them.
4.	Tussyadiah Iis, Park Sangwon, Fesenmaier Daniel	Assessing the effectiveness of consumer narratives for destination marketing	2010	Literature review, Quantitative: Survey	Self-administered survey, hypothesis testing	Questionnaire (302), Correlation,	To assess the efficiency of destination marketing carried out using tourist stories
5.	Dudensing Rebekka, Hughes David, Shields Martin	Perceptions of tourism promotion and business challenges: A survey-based comparison of tourism business and promotion organizations	2011	Quantitative-Literature review	Quantitative data analysis	Statistic analysis (T-statistics)	To consolidate the efforts of the Progress Fund in the entrepreneurial tourism development of the region (rural Pennsylvania, West Virginia). The study compares the two similar questionnaires applied to 129 tourist companies and 114 organizations promoting and supporting tourism
6.	Țugulea Oana, Bobâlca Claudia, Maha Andreea, Maha Liviu	How do young people select information to plan a trip	2013	Qualitative+ Quantitative (Focus group+ Survey)	Pilot survey	Questionnaire (217), Variance, Paired samples test	To identify preferences of young tourists in the process of holiday planning.
7.	Park Sangwon, Nicolau Juan, Fesenmaier Daniel	Differentiated impact of advertising on a sequential behavior model	2013	Literature review, Quantitative-Survey	Survey online	Questionnaire (11288), Model Random Coefficient Logit, Standard Deviation	To assess the model based on three stages using RCL (the differential impact of promotion)
8.	Heung Vincent, Kucukusta Deniz	Wellness Tourism in China: Resources, Development and Marketing	2013	Literature review, Qualitative+ Quantitative (Survey+ focus-group)	Statistical analysis, Self-administered survey	Questionnaire (131), Standard deviation, Variance, Cronbach Alpha, Correlation	To examine the potential of developing wellness tourism from the perspective of resources and views of wellness experts
9.	Choe Yeongbae, Stienmetz Jason, Fesenmaier Daniel	Prior Experience and Destination Advertising Response	2014	Literature review, Quantitative: Survey	Survey online, Descriptive analysis	Questionnaire (17785), ANOVA, Variance, Chi-square test, Regression	To examine the relation among the experience of destination visitor, travel habits, tourist features and response to promotion
10.	Choe Yeongbae, Stienmetz Jason, Fesenmaier Daniel	Travel Distance and Response to Destination Advertising	2014	Quantitative: Survey	Online Survey	Questionnaire (17785), ANOVA, Variance, Cross-tabulations, Regression, Chi-square	To examine the relation among travel distance, traveler's and holiday features and response to promotion
11.	Vicol Oana, Zaiț Adriana	A country's image as tourist destination for external intermediaries	2014	Literature review+ Quantitative+ Quantitative- Survey,	Online Survey, content analysis, comparative	Questionnaire (117), Coding, Cronbach Alpha,	Building an instrument to measure perceptions of intermediaries on the tourist image of a country

No. crt.	Author	Title	Year	Method	Technique	Tool	Aim
					analysis, pilot study;	ANOVA, Variance	
12.	Stienmetz Jason, Chang Chi Yi, Fesenmaier Daniel	Evaluating Travelers' Response to Social Media Using Facets-based ROI Metrics	2015	Quantitative-Survey	Online Survey	Questionnaire (585), Frequency analysis, Regression,	To identify the features of tourists using social media, their motivation for using social media and the way they use social media for organizing their travels
13.	Nguyen Lan Thi Phuong, Pearce Douglas	Joint destination marketing in the South Ceentral Coast region	2015	Literature review + Qualitative-Interview	In-depth interview	Coding	To examine „joint” destination marketing in Vietnam, a transition economy experiencing a quick tourism growth;
14.	Kim Heejun, Xiang Zheng, Fesenmaier Daniel	Use of the Internet for Trip Planning: A Generational Analysis	2015	Literature review+ Quantitative-Survey	Online survey	Questionnaire (9691), Crosstabulation, Chi-Square	To understand Internet use by different generations of tourists.
15.	Xiang Zheng, Magnini Vincent, Fesenmaier Daniel	Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet	2015	Literature review	Content analysis		To summarize information from a set of sources focused on the use of Internet in tourism planning
16.	Ezeuduji Ikechukwu	Brand Positioning for Sub-Saharan Africa's Rural Tourism Development.	2015	Literature review	Content analysis		The formulation of the essence of the brand