

“Greenside of the Black Seaside”

ROMANIA

DEFINITION OF THE PROBLEM

Facts and perceptions

The number of tourists visiting the Black Seaside is growing steadily every year. The phenomenon is characterised by summer seasonality. This increase in visitors is adding to the congestion in the area and is in turn having a significant effect on the environment in terms of pollution and air quality. The aim of this case study was to reduce the number of visitors arriving at the Black Seaside by car and to reduce the car traffic caused by tourists at the Black Seaside. The campaign objective was to promote public transport to tourists and to encourage them to leave the car in the parking areas and to travel within the resorts and between resorts using public transportation. The first year (2001) of the campaign was used to redefine the campaign for implementation in the second year. In the second year (2002), an information and promotional campaign was accompanied by 'before' and 'after' assessments. The third year (2003) of the campaign took into account recommendations from previous years.

METHOD CHOSEN TO ADDRESS THE PROBLEM

Process and reason for choice

Several factors concerning the Romanian economy and tourist industry led to the decision to develop an effective partnership at the Black Seaside to support sustainable development:

- Decline in the number of tourists at the Romanian Black Seaside
- Lack of complementary services for tourists travelling to the Seaside
- Highly seasonal nature of the flow of tourists
- High rate of car use by the tourists spending their summer vacation at the Black Seaside
- One of the main characteristics of the Seaside resort is the surplus of accommodation, and the large proportion of old-fashioned facilities

Objectives

The main campaign objective is to promote public transport services for the tourists within the Constanta and Mamaia resort area.

Campaign objectives concern:

- **awareness** (e.g. improvement of the awareness of air quality and traffic problems at the Black Seaside),
- **knowledge** (e.g. about a new bus line serving the tourist attractions and hotels in the Constanta area),
- **behaviour** (e.g. increased use of public transport use by tourists, during the summer season).

Specific campaign objectives are:

- To reduce the amount of tourist traffic in the summer season at the Black Seaside by encouraging the use of public transport
- To reduce the amount of pollution created by traffic at the Black Seaside
- To change the travel behaviour of tourists travelling to the Black Seaside
- To increase the level of awareness concerning traffic and pollution problems caused by car use in the Constanta area, including the Mamaia resort.

The campaign objectives were formulated by all partners (represented by Dana Serban on behalf of URTP, Bogdan Darmon on behalf of GSF, and Dan Astartinei on behalf of RATC Constanta). The objectives were approved by the local authority and the City Hall, and complemented the City Hall objective of increasing the number of tourists and improving the quality of services in the resort of Mamaia and in the City of Constanta.

The campaign was initiated by GSF and approved by the City Hall in Constanta together with URTP and RATC.

Leaders and partners

GSF and URTP managed the project locally, with RATC Constanta as the main implementer.

RATC Constanta is the local public transport operator, with over 30 years experience in Mamaia.

Gestionnaires Sans Frontieres Romania is a Romanian non-governmental organisation. It is a consultancy responsible for EU projects on transport and environmental protection, and with over 6 years' experience in EU projects. GSF Romania's role within the campaign was the local project management.

URTP - The Romanian Union of Public Transport is an association of public transport operators and organisations connected to public transportation. Its main purpose is to promote public transport and sustainable development of cities in Romania. It also provides business, management and marketing consultancy services for its members. It has over 10 years of experience. Their role as assistant contractor was to manage the implementation of the national and local campaign and conduct the project assessment.

Details

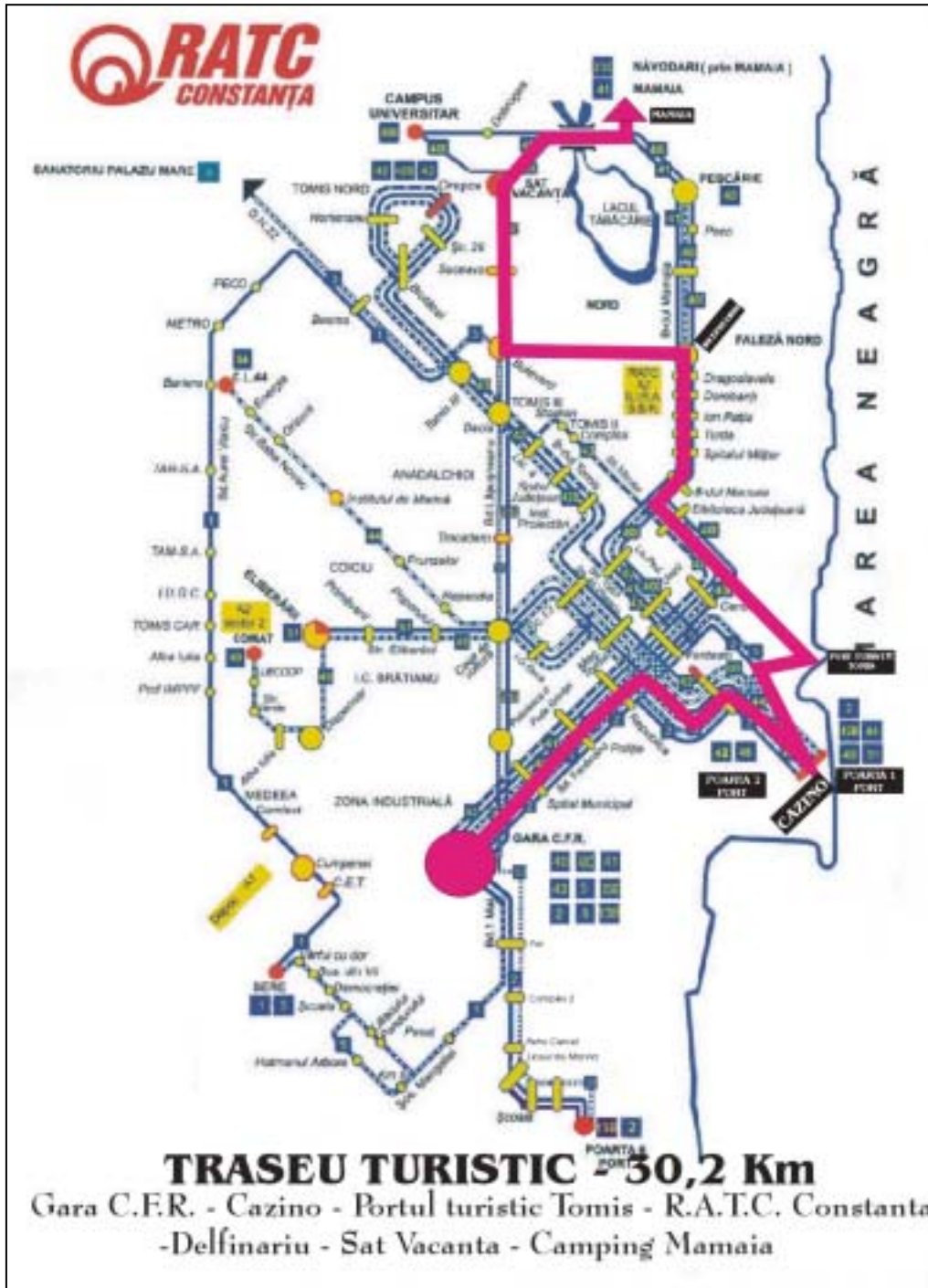
Target group

The target audience was the tourists who visited the Black Seaside over the summer season between June 1 and October 1 in each year of the campaign.

Local residents were not targeted because they constituted the existing high percentage of public transport users in the region (70%).

The route being promoted starts from the railway station, crosses the city along the beaches in Constanta and continues along the beaches into Mamaia. See Figure 1.

Figure 1 Map of the Route



Region covered and size of the phenomenon

The number of foreign visitors choosing the Romanian Black Seaside as a destination for their holiday or for business purposes has shown a decrease from the number of tourists between 1993-2002 – a period of relative development and economic growth for Romania.

According to statistical data gathered by the Chamber of Industry and Trade of Constanta, in 2002 the number of tourists at the Black Seaside in Romania was 700,000; ten times greater than the number of Romanians that travelled abroad. Of these visitors 57,000 were foreigners, compared with the 44,000 that had visited in 2001. Most of the foreign visitors came to Romania from European countries, like the Republic of Moldavia (the highest number of tourists), Bulgaria, Yugoslavia, Germany and so on.

The main statistical indicators characterising the Constanta area are presented below in the following tables:

Figure 2 Indictors of Tourism at the seaside

Indicators	1995	1996	1997	1998	1999	2000	2001	96/95 %	97/96 %	98/97 %	99/98 %	00/99 %	01/00 %
Arrivals of visitors from abroad at the frontier	5444991	5205487	5149151	4830838	5223896	5263715	4938375	-4.4	-1.1	-6.2	8.1	0.8	-6.2
	5444991	5205487	5149151	4830838	5223896	5263715	4938375	-4.4	-1.1	-6.2	8.1	0.8	-6.2
Departures of romanian citizens abroad	5736592	5748227	6243147	6892640	6273547	6387723	6408108	0.2	8.6	10.4	-9	1.8	0.3
Arrivals at the hosting centers	7070385	6594863	5726985	5552093	5109444	4920129	4874777	-6.7	-13	-3.1	-8	-3.7	-0.9
- Romanians	6304570	5832480	4894210	4742180	4314332	4053105	3960268	-7.5	-16.1	-3.1	-9	-6.1	-2.3
- foreigners	765815	762383	832775	809913	795112	867024	914509	-0.4	9.2	-2.7	-1.8	9	5.5
At seaside resorts (Romanians and foreigners)	718427	693334	611636	621453	664864	677495	689575	-3.5	-11.8	1.6	7	1.9	1.8
The weight of resorts within total arrivals (%)	10.2	10.5	10.7	11.2	12	12.9	13.1						
At the seaside	918559	865284	767297	806464	678651	671638	659277	-5.8	-11.3	5.1	-15.8	-1	-1.8
The weight of arrivals at the seaside within total (%)	13.0	13.1	13.4	14.5	12.2	12.8	12.5						

Indicators	1995	1996	1997	1998	1999	2000	2001	96/95 %	97/96 %	98/97 %	99/98 %	00/99 %	01/00 %
Overnight stays in hosting centers from Romania	24111170	21837915	19611470	19183214	17669777	17646675	18121688	-9.4	-10	-2.2	-7.9	-0.1	2.7
- Romanians	21730464	19549911	17105954	16976482	15689261	15497317	15731157	-10	-12.5	-0.8	-7.6	-1.2	1.5
- foreigners	2380706	2288004	2505516	2206732	1980516	2149358	2390531	-3.9	9.5	-11.9	-10.3	8.5	11.2
At seaside resorts (Romanians and foreigners)	6015468	4933039	4874239	5098807	5299860	5406773	5882141	-18	-1.2	4.6	3.9	2	8.8
The weight of resorts within total arrivals (%)	27.5	22.6	24.9	26.6	30	30.6	33.3						
At the seaside	6399251	5956454	5102828	5159251	4337219	4459151	4530421	-6.9	-14.3	1.1	-15.9	2.8	1.6
The weight of arrivals at the seaside within total (%)	26.5	27.3	26	26.9	24.5	25.3	25.7						
Usage indicators in Romania – total (%)	45	40.7	37.7	36.1	34.5	35.2	35.2	-9.6	-7.4	-4.2	-4.4	2	0
Hosting capacity (places)	289539	288656	287943	287268	282806	280005	277047	-0.3	-0.2	-0.2	-1.6	-1	-1.1

Data sources: I.N.S.S.E.

- places-

Indicators	1995	1996	1997	1998	1999	2000	2001
Existing hosting capacity							
TOTAL	289539	288656	287943	287268	282806	280005	277047
Resorts	48432	47972	48401	48460	45768	43186	43624
Seaside resorts	118288	118848	118318	118051	118228	119410	117428

Data sources: "Hosting Centers' Activities " edited by the National Institute of Statistics and Economic Studies.

Most visitors that come to Romania are from Europe (100 % in 1993; 96.97 % in 1994; 96.23% in 1995; 95.62 in 1996; 95.61 in 1997). The least come from Asia. Most of the visitors come from Republic of Moldavia, Hungary and Ukraine. There is a small downward trend in the number of foreign visitors. Most visitors come to Romania on vacation. In 1999, 65.97% of the total number of tourists came to Romania for this purpose.

The Romanian Black Seaside is the most important tourist area in the country as the above indicators show.

Table 1 *Hosting capacity and usage in 2002*

Types of hosting centers	Total	Resorts	Seaside Resorts, excluding Constanta
Hotels	27618985	6978613	7249170
Villas	1722384	779682	1665500
Camping	2471919	189356	1464540
Inns	43472	3172	-
Vacation Villages	9828	-	-
TOTAL	40837001	8433304	9977120

During the period 1 Jan - 30 Dec 2002, the hotels had the highest share (67.6% - a slight increase compared with the previous year) of the total hosting capacity, the villas - 4.2%; campsites -6.1 %; inns - 2.8% (a decrease compared with 2001).

Table 2 *The origin of tourists in different years and their average stay in an area (hotel).*

Year	Nb. of tourists (000)			Average stay (nb. days)		
	Total	Romanian	Foreigners	Total	Romanian	Foreigners
1990	1 696	1 563	133	6,2	6,1	7,2
1991	1 213	1 107	106	6,4	6,2	7,4
1992	1 073	966	106	6,2	6,1	7,1
1993	1 004	892	112	6,7	6,5	7,8
1994	927	814	113	6,6	6,4	8,0
1995	1 043	959	84	6,6	6,5	7,8
1996	966	891	75	6,6	6,5	7,6
1997	855	782	72	6,4	6,3	7,3
1998	906	844	62	6,2	6,1	7,2
1999	745	697	48	6,1	6,1	6,6
2000	758	714	44	6,3	6,3	7,3
2001	746	688	58	6,6	6,5	7,4
2002*	737	673	64	6,5	6,6	7,4

* Estimated values

Seaside tourism, particularly in the last 30 years, has been centred on resorts that together represent 41% of the accommodation capacity of Romania. The Black Seaside has 23 resorts and seaside towns/ villages (11 resorts only for tourists and 12 cities and villages which have residents offering accommodation for tourists) with 737 accommodation units, health centres, hotels, villas, and vacation villages.

Table 3 The number of units for tourists and the number of places at the Black Seaside in each resort

Name	Number of units	Hosting places	Usage degree (%)
Constanța	21	1 292	39,62
Mamaia	82	21 928	50,49
Eforie Sud	154	10 418	51,51
Eforie Nord	177	15 228	60,80
Mangalia	8	1 371	57,97
Năvodari	5	7 837	43,49
Mamaia-sat	1	4 546	16,16
Techirghiol	35	1 397	67,19
Agigea	7	55	0
2 Mai	1	300	35,00
Ovidiu	1	31	67,84
Tuzla	1	497	39,50
Costinești	113	5 098	42,14
Schitu	13	463	62,78
Medgidia	2	143	33,64
Horia	1	188	0
Mihail Kogălniceanu	1	119	0
Valu lui Traian	1	16	25,30
Olimp	11	5 133	49,25
Neptun	73	11 070	51,10
Jupiter	17	8 508	28,69
Cap Aurora	9	2 474	39,34
Venus	55	9 327	34,07
Saturn	29	13 211	55,32
Total	818	120 650	-

The county of Constanta is one of the most popular tourist sites in Romania. It attracts tourists thanks to its geographical location, climate, archaeological sites, natural resources, etc.

Tourism in this county is determined mainly by:

- Climate characteristics;
- Natural treatment facilities;
- Historical monuments and architecture;
- Hosting, dining, treatment and entertainment;
- Different tourism activities (rest; treatment; cultural, scientific, professional, business activities; and other activities for children and youths)
- Potential for collaboration between Western Europe and Middle Asia and the Far East (with economic, commercial, cultural and strategic interests) that would lead to sustainable tourism development.

In conclusion we can say that the Black Seaside's potential for tourism can be summarised as follows:

- Comprising 40% of the total hotels and villas capacity in Romania
- Lack of sea level variations
- Shallow water
- South-facing coast
- Average temperature during summer season: 20-25 C
- Average daily sun duration 11-12 hours per day during the summer season
- 11 coast resorts and Constanta (the county capital) located along a 70km coastline

External factors

The main external factors influencing the public transport promotion campaign are the overall state of the national economy, and the specific state of the car industry.

The national economic situation is characterised by the following:

- Inappropriate services supplied to tourists by travel agencies
- Relative decline of the fuel market, leading to a continual increase in the price of fuel
- Car price decrease
- Increasing contribution of tourism services to GDP, currently representing 7%

Another important factor influencing car usage by tourists in general and by the Black Seaside tourists in particular is the national car market. While the price of the fuel is constantly and dramatically increasing, the price of the cars is decreasing. For instance one of the cheapest cars, the Matiz made by Daewoo, cost around €6200 in 2002; in January 2003 its average price was around €5400 and has since dropped to €4900. Also in April 2003, Renault introduced a new type of car in Romania.

All banks happily give credit in order to buy cars. The average rate to be paid per month is around €100.

In 2002 all car manufacturers started aggressive marketing campaigns consisting of the following activities:

- Covering the main cities with huge posters
- Broadcasting adverts on the main national television stations every day
- Broadcasting commercials on the main national radio stations every day
- Offering discounts

Timescales

As the tourist influx is seasonal each year, the local consortium had the following timescale:

'Before' assessment	Feb – May 2001, June, 2002
Implementation of campaign – year 1	June – August - September 2001
Implementation of campaign – year 2	June-August 2002
'After' assessment	Sept-Oct 2002

Funding

The funding structure was as follows: 40 % of the campaign was financed by the European Commission through TAPESTRY, and 60 % was financed by the partners, URTP, RATC Constanta and GSF Romania

Constanta is the Black Seaside's main city and port, and Mamaia is the largest resort close to Constanta. Public transport is managed by City Hall and it is also partially financed by the City Hall. RATC Constanta was a sub-contractor and had 40% of its eligible costs covered by the European Commission.

Explanation of campaign message

The campaign message comprised of a poster and leaflet for the tourists (see appendices):

- To leave the car in the parking area, the car is “on vacation”
- To travel on public transport on a bus called LITORAL

Explanation of campaign tools

The campaign to promote public transport to tourists in the region used a number of different media.

Posters were displayed all over the country, inside public transport vehicles and in travel agencies in the main Romanian cities. Posters were displayed within the Constanta area at the RATC information points, in public transport on the tourist lines, and in hotels. Other materials and activities included:

1. The first poster, designed before the first national survey results, showed pictures of modern trams and buses and displayed the TAPESTRY logo. It was posted on board public transport all over the county in the main cities that had public transportation services.

2. The second poster was designed after the results of the national survey and consisted of a drawing of a family on vacation leaving the car also on vacation under a beach umbrella and taking the new trolleybus line especially created for tourists called 'Litoral' (Seaside).
3. The third poster was designed by the State Department for Research and was posted at a national conference on the best research projects.
4. A promotional leaflet left in hotel rooms, explaining the benefits of project activities on the environment, traffic conditions and leisure.
5. An information leaflet left in hotel rooms, outlining the RATC tourist lines, and the fees for single or / and season tickets.
6. An information map posted in hotel rooms and on board public transport travelling to the Seaside (route 41, a trolleybus route in the first year and a new bus route starting the second year).
7. Continuous press work (press conferences, interviews in the local paper).
8. Radio campaign on the local station directed at tourists
9. Focus group in Constanta with tourists from Mamaia.
10. Information for passengers on the Litoral line (an audio and visual information system in the bus, giving details about the locations of the hotels).
11. Workshop held in May at the Academy of Economic Studies on the theme 'Promoting public transport for tourists at the Seaside'. Attendees included researchers from the Academy of Economic Studies, experts from GSF, URTP and RATC Constanta, and also public transport marketing staff from RATB (public transport operator in Bucharest), CARRE Advertising Co., PALCOM Travel Agency, Dacia Tour Travel Agency and Iasi Municipality. The main result was the establishment of the Litoral line and the new poster design.
12. *New bus service*, created specifically for tourists. It was to start at the railway station and serve the major tourist destinations including Mamaia, the most popular tourist destination. The new 'Seaside Line' was to be eventually extended into other resorts, namely Eforie Nord and Eforie Sud. The trolleybus line was exchanged for a bus line due to the high exploitation costs, and new buses were purchased by the Municipality.

There were no promotional fares to provide an incentive for tourists to use public transport throughout the summer.

IMPLEMENTATION OF THE CAMPAIGN

Responsibilities

The local consortium shared the responsibility for implementing the campaign:

Task	Organisation responsible
Posters design	URTP
Posters printing	URTP
Posters distribution	URTP at national level and all organisation for the local level
Promotional leaflet design	UoW, URTP, GSF and RATC
Promotional leaflet printing	RATC
Promotional leaflet distribution in hotels	RATC
Informational leaflet design	UoW, RATC
Informational leaflet printing	RATC
Informational leaflet distribution in hotels	RATC
Information map design, printing and distribution in hotels and in the public transport means	RATC
Local media activities	RATC
Workshop before campaign for the campaign design	Academy of Economic Studies and the partners
New bus service	RATC
Fleet renewal	RATC
In the bus information system	RATC
Assessment activities as	
- questionnaires design	UoW, URTP, GSF
- data collection	Academy of Economic Studies
- SPSS data base construction	TEAM International – as a subcontractor for the ‘before’ survey data base; Academy of Economic Studies, as high-tech supporter; and GSF, as a computer operator
- data template	URTP and GSF
- data evaluation and comments of the ‘before’ compared to the ‘after’ survey	UoW, URTP
Day to day secretarial activities	GSF, URTP, RATC
Day to day management activities	URTP, GSF

Process

The main steps of the campaign were:

1. *Design:* stemmed from the focus group organised by the Academy of Economic Studies who invited independent experts in marketing, statistics, and advertising. They discussed with GSF, URTP and RATC the objectives of the campaign and decided on the message and the activities.
2. *Implementation:* URTP distributed over 3000 posters each year in the main Romanian cities. The posters were displayed on board public transport and at the travel agencies. URTP also distributed to RATC Constanta over 3000 posters designed especially for the second year campaign to be displayed in hotel rooms, at reception desks, in restaurants and on board public transport in Constanta and Mamaia.
3. *Assessment:* URTP enlisted the help of the technical manager, a lecturer at the Academy of Economic Studies in Bucharest, to develop methods of data collection. The Academy trained groups of students who interviewed people for the ‘before’ national survey in 2001 and for the ‘after’ survey in 2002.

Evaluation of the co-operation of the external partners:

- City Hall support: extremely good and favorable
- The support of hotel managers and employees was obtained with the help of the City authorities.

Input and output analysis

The number of materials produced

- No. of posters: 3000 in 2001 Total of 5400 in 2002/03
- No. of leaflets: Over 1000 in 2002 and 2003
- No. maps: 2000 distributed in 2001/02/03

Costs of the campaign are as follows:

Medium	✓ tick those which apply	Design costs €	Production costs €	Distribution costs €
newspaper – national				
newspaper – local	✓			
magazine – local	✓			
radio – national				
radio – local	✓			
Poster	✓	500	2000	500
Leaflet	✓	300	1400	300
Postcard				
info pack	✓			
Website	✓	300	400	
press conf.	✓			
Ad hoc inputs				
Map for tourists	✓			
TOTAL		1100	3800	800

CAMPAIGN ASSESSMENT

Methodology

Campaign assessment was based on the Campaign Assessment Framework, assisted by the University of Westminster. The purpose of the assessment process was to measure the impacts of the campaign.

For each of the ten project elements described in CAF there were “descriptors” or “indicators”, or tools which enable the application of statistical methods in order to assess and evaluate the project.

Descriptors were used to describe the settings and (pre-)conditions of the project. They provided important information about the context in which the project was run, so that we could better understand the project processes and results. Descriptors may be either quantitative or qualitative, but were more often the latter.

Indicators were used to describe how well certain aspects of the project were executed and accomplished, i.e. they **reflected things we were trying to change**. Indicators may be either quantitative or qualitative, but were more often the former. A key function of the descriptors was to describe the context of changes observed in the indicators.

Target groups / sample size /sampling method:

The target group was tourists visiting the Black Seaside in the summer.

The sample size was as follows:

- 627 people interviewed in Romania and Republic of Moldova in 2001
- 316 people before and 315 people after the main year campaign in 2002; the samples were independent samples in 2002

The sampling methods used were stratified sampling in 2001 and random cluster sampling in 2002, meaning we randomly chose the hotel rooms in which to leave the questionnaires. In some cases we had many answers from the same room. For the ‘after’ survey we used random sampling by sending the questionnaires to the people who left their phone number for the ‘before’ survey. In some cases they did not answer; instead they asked a member of the family or a friend with whom they were visiting the Black Seaside to answer.

Comparison of ‘before’ and ‘after’ results

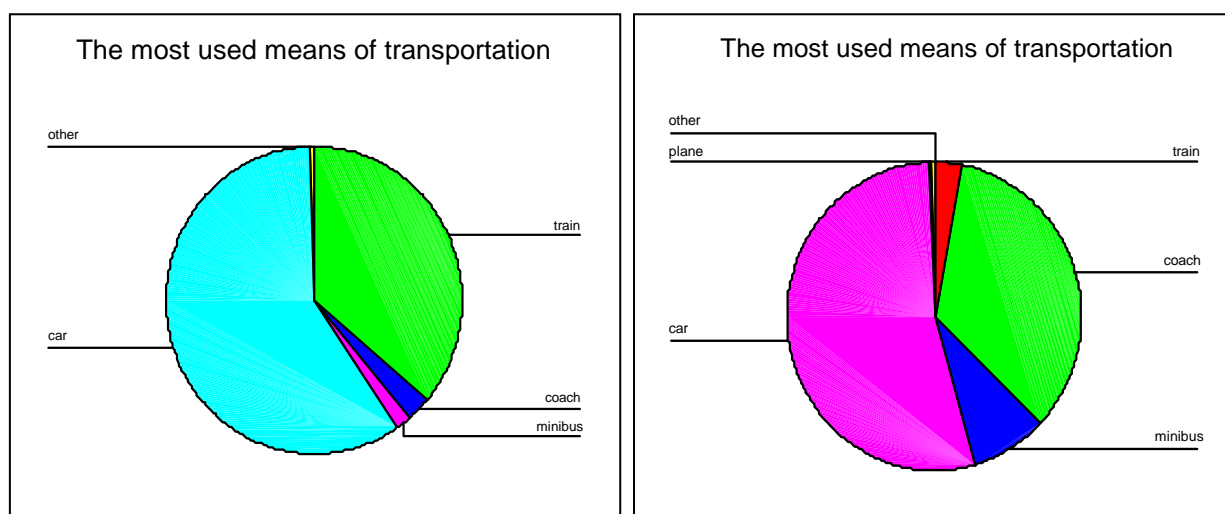
The main results of the survey in 2001 are as follows:

Among the most used means of transportation in Romania are cars (58%), the train (35.5%), and the bus (2.6%), while in Moldova cars (54 %), the bus (34.3%), and minibuses (8.2%) top the list. Since one of the objectives of the research was to determine the level of public awareness about the serious consequences of the influence of cars on traffic and the environment, and to promote public transport, it was very important to measure the effects over time. A decrease of the number of people that used the car to and at the seaside was one of the desired results, and would be a measure of the success of the entire programme.

Graph.

a. Romania

b. Moldova



The factors affecting mode choice were:

a) Romania

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low price	52	16.8	21.5	21.5
	Rapidity	13	4.2	5.4	26.9
	Flexibility	3	1.0	1.2	28.1
	Independence	17	5.5	7.0	35.1
	Comfort	57	18.4	23.6	58.7
	Safety	15	4.8	6.2	64.9
	Convenience	76	24.5	31.4	96.3
	Uniqueness	7	2.3	2.9	99.2
	Other	2	.6	.8	100.0
	Total	242	78.1	100.0	
Missing	System	68	21.9		
Total		310	100.0		

b) Moldova

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low price	144	39.2	39.6	39.6
	Rapidity	21	5.7	5.8	45.3
	Flexibility	82	22.3	22.5	67.9
	Independence	2	.5	.5	68.4
	Comfort	44	12.0	12.1	80.5
	Safety	3	.8	.8	81.3
	Commodity	68	18.5	18.7	100.0
	Total	364	99.2	100.0	
Missing	System	3	.8		
Total		367	100.0		

Most of the persons interviewed in Romania considered convenience to be the most important reason for choosing the means of transportation. They represented 24.5% of those interviewed. 18.4% used the specific means of transportation because they thought it more comfortable, 16.8% because of the lower price, and 2.3% because they had no other choice. The large number of non-answers could indicate that the number of those that have no alternative (whether for economic or physical reasons) is much greater.

In Moldova the situation is quite different. Most people considered the low price as being the most important factor (39.6%). The second reason was flexibility (22.5%), while the third and the fourth factors are commodity (18.7%) and comfort (12.1%).

Other Results

- The research gives a picture of a “typical” Romanian tourist, who has travelled more than three times to the Romanian Seaside (92%) and who travels, on average, once a year (61,7%) to the Seaside, in summer. He is middle-aged with an average income of 100 Euros per month, and goes on vacation (71%) with family and friends and has no fixed way of planning a vacation, but is still informed about the existing facilities at the Seaside.
- Most people used relatives and friends (53%) as a source of information and 26% went to travel agencies. That explains why the majority of the tourists did not make any reservations and only 24% of them used the services provided by travel agencies in their home town.
- People who spend their holiday at the Seaside prefer to check into a hotel and to pay in advance for full accommodation (37,5%). Only 17% of them would like to pay in advance for dining, and 13% for transportation.
- Despite the fact that more than half of the tourists travelling to the Black Sea have an income of over 5 million lei (approx 134 Euros) and more than two children, half of them spend no more than the value of one month’s salary while on holiday.

Table 4 *Income as the cause for the mode choice*

a) Romania

		The most used mean of transportation				
		train	coach	minibus	car	other
The net monthly income of the household	< 3 mil lei	37.5%	5.0%		55.0%	2.5%
	3 - 5 mil lei	39.0%	4.9%	4.9%	51.2%	
	5 - 7 mil lei	30.2%	1.9%	1.9%	66.0%	
	7 - 9 mil lei	37.3%	2.0%		58.8%	2.0%
	over 9	35.9%			64.1%	
Total		36.2%	2.6%	1.6%	58.9%	.7%

b) Moldova

		Most used transportation mean					
		train	coach	microbus	car	airplane	others
Monthly household income	< 1200	1.1%	33.3%	11.8%	53.8%		
	1200-2100	13.2%	31.6%	7.9%	47.4%		
	2100-3000	4.6%	30.8%	6.2%	56.9%	1.5%	
	3000-4000	1.7%	31.4%	8.3%	57.9%		.8%
	peste 4000		50.0%	5.6%	44.4%		
Total		3.1%	33.7%	8.5%	54.1%	.3%	.3%

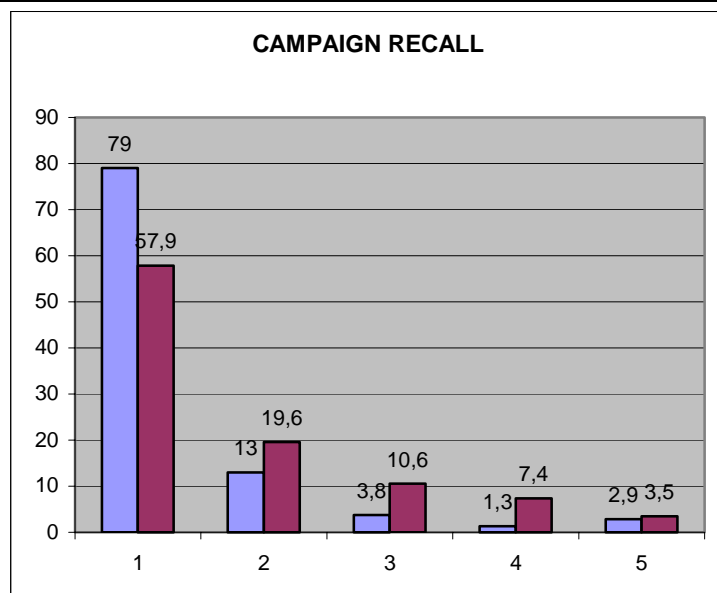
Even though the income might be a considerable factor for determining the mix of services used, it is not an important one, because the ratio of determination is less than 10% in both countries. This is due to the fact that the quality of services is a controlled variable, which could be improved. Changing the attitude of Romanian tourists depends more on the quality of services than on the general economic situation. So other factors, not taken into consideration, have a greater influence on the chosen mix of services. In conclusion, it can be said that the Romanian tourist with a monthly net income per household of only 4,48 million lei places a higher value on the comfort, hygiene and safety factors offered by the tourism services suppliers than on the price for that service or facility. Most of the tourists are not satisfied with the quality of existing services and that is why they plan their vacations independently. Nevertheless, booking a package holiday would be more favourable in terms of cost due to the agreements between travel agencies and other types of tourism service suppliers.

According to the data already presented, we can state that there are going to be no barriers in implementing the changes necessary for the amelioration of the services offered and the creation of an appropriate mix of facilities. The tourists' opinions and attitudes concerning these issues are influenced by factors under the control of the suppliers of tourist services and are not dependent on the demographic and living standards indicators

The main results of the ‘before’ and ‘after’ survey in 2002

Figure 3 Did you hear about a campaign promoting public transport?

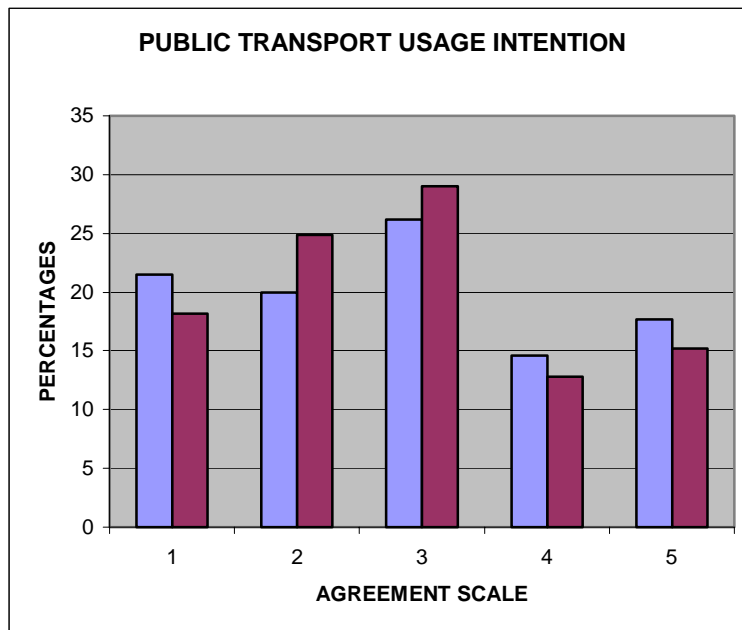
Campaign recall	Percentage Before	Percentage After
No, not yet	79.0	57.9
Yes: the message was that the buses are new and cheaper	13.0	19.6
Yes: the message was that I do not have to come to Constanta by car	3.8	10.6
Yes: the message was that the tourists should use public transport	1.3	7.4
Yes: the message was that old cars contribute to city pollution	2.9	3.5
Total	100.0	100.0



The large percentage of people not recalling the campaign even afterwards, almost 60 % is probably due to the confusion created by the word “campaign”. According to the Romanian dictionary, this word refers to organised actions mainly in the military, agricultural and political fields, and less with marketing. For marketing campaigns we observed that companies use the term “promotion action”. Probably the respondents remembered the leaflets, the map and the posters but they did not associate these with the word “campaign”

Figure 4 *I intend to use public transport for my next trip to Constanta*

Agreement scale	Percent before	Percent after
Total agreement	21,5	18,2
Partial agreement	20,0	24,9
Equal agreement and disagreement	26,2	29,0
Partially disagree	14,6	12,8
Totally disagree	17,7	15,2
Total	100,0	100,0

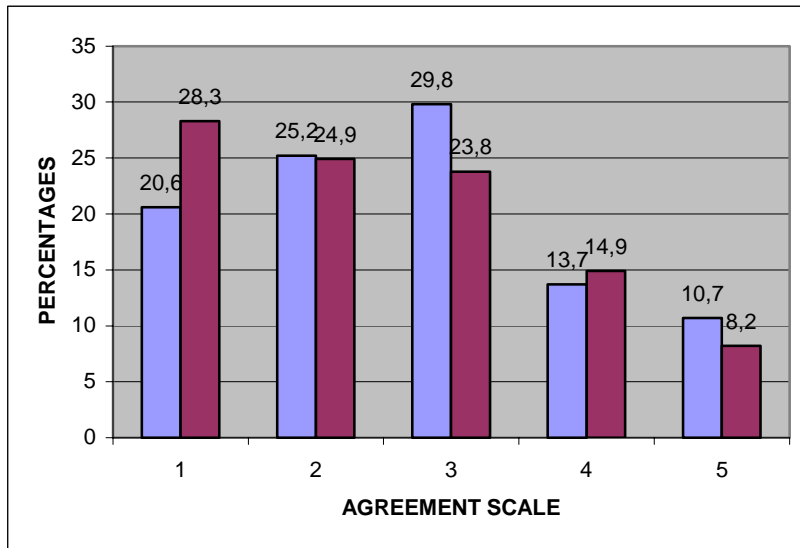


The low level intention to use explained by trend in car fact that car manufacturers' marketing campaigns are much more aggressive than the TAPESTRY campaign.

of change in the the car can be the downward prices and the

Figure 5 *Something needs to be done in order to reduce the number of cars at the Black Seaside*

Agreement scale	Percent before	Percent after
Total agreement	20,6	28,3
Partial agreement	25,2	24,9
Equal agreement and disagreement	29,8	23,8
Partially disagree	13,7	14,9
Totally disagree	10,7	8,2
Total	100,0	100,0



We can observe that the awareness level increased slightly, mainly for the respondents strongly agreeing with the sentence.

Figure 6 Most people would use public transport if they see the other tourists using it

Agreement scale	Percent before	Percent after
Total agreement	6,3	10,0
Partial agreement	15,1	23,5
Equal agreement and disagreement	23,8	25,8
Partially disagree	23,0	16,5
Totally disagree	31,7	24,2
Total	100,0	100,0

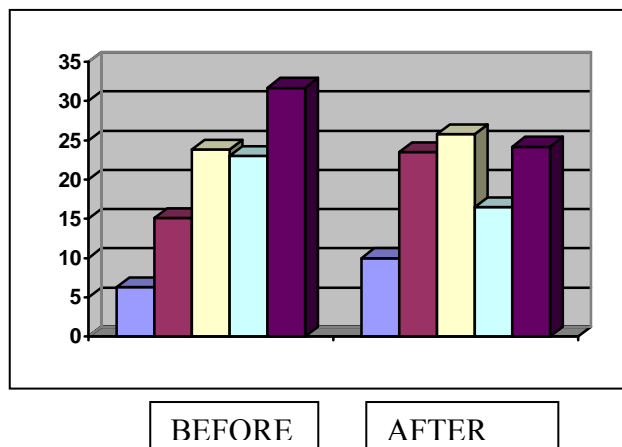
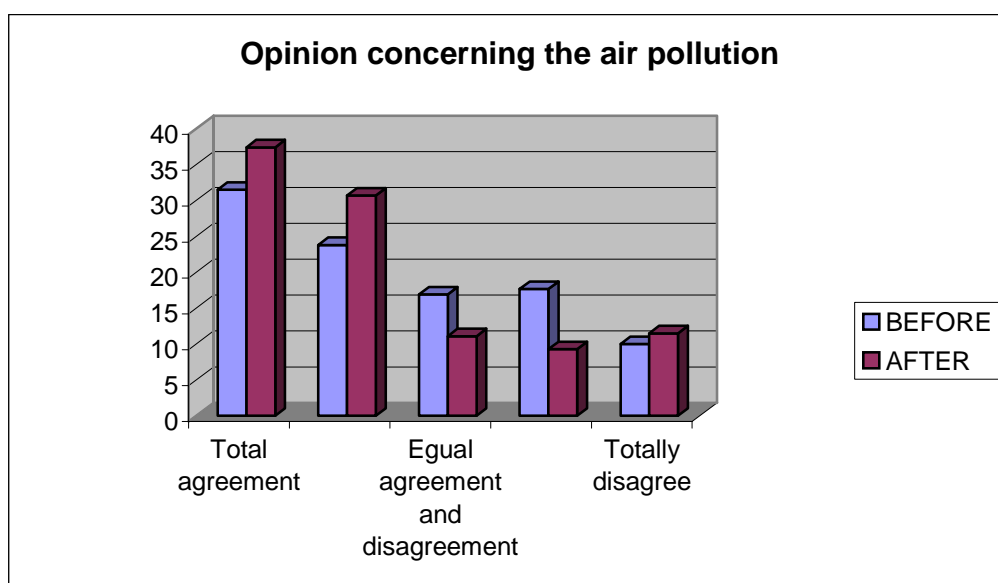


Figure 7 *I have a contribution to the air pollution when I use my car to travel during my vacation*

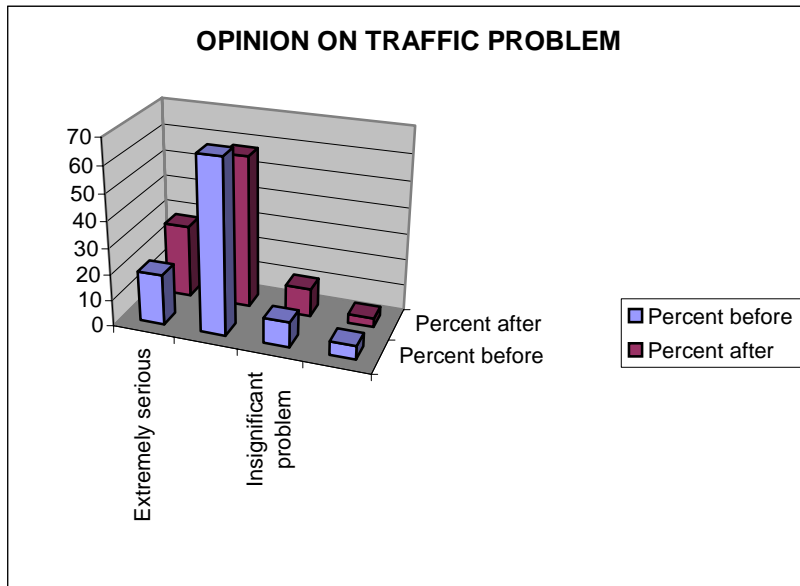
Agreement scale	Percent before	Percent after
Total agreement	31,5	37,4
Partial agreement	23,8	30,7
Equal agreement and disagreement	16,9	11,1
Partially disagree	17,7	9,3
Totally disagree	10,0	11,5
Total	100.0	100.0



The results also showed an increase in awareness levels after the campaign

Figure 8 *How serious do you think the traffic problem is in Constanta*

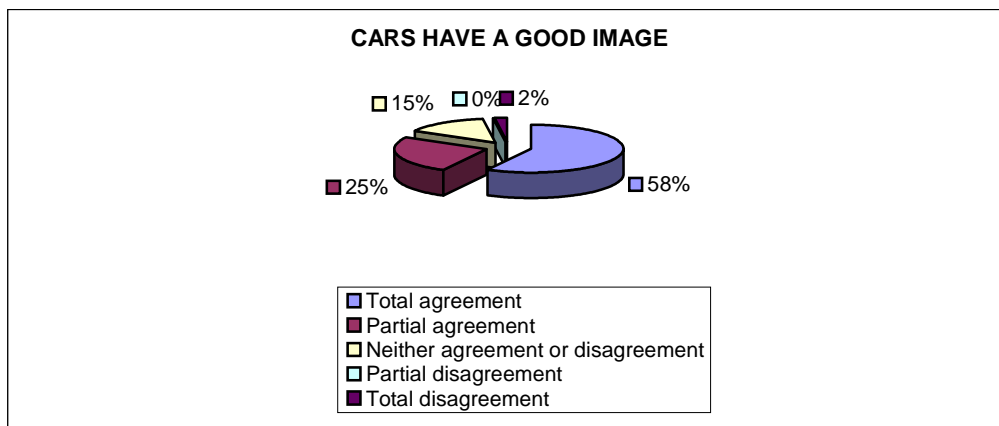
Problem scale	Percent before	Percent after
Extremely serious	19,3	27,9
Pretty serious	65,9	57,9
Insignificant problem	9,6	10,7
No problem	5,2	3,4
Total	100,0	100,0



Even if awareness was high before the campaign and increased after it, the tourists were not willing to give up their cars during their holiday. This also stems from the fact that the image of the car is improving due to external factors. These other factors have been stronger than the TAPESTRY campaign.

Figure 9 The car has a good image

Agreement scale	Percent before	Percent after
Total agreement	57,7	67,3
Partial agreement	25,4	14,7
Equal agreement and disagreement	14,6	10,4
Partially disagree	0	4,4
Totally disagree	2,3	3,24
Total	100,0	100,0



Also the image of the bus improved in the interviewees' opinion after the campaign, meaning that the distribution of our material and the new buses on the new tourist line changed the image of public transportation in the eyes of the tourists.

The results in this table are statistically significant			
Grouping for	N	Mean Rank	Sum of Ranks
Sheet H9 before and after (importance - good image)			
Before	301	258.15	77702.50
After	243	290.28	70537.50
Total	544		

Concerning the intention to use public transport during Seaside vacations, this changed significantly after the campaign.

The results in this table are statistically significant			
Grouping for	N	Mean Rank	Sum of Ranks
Sheet J2 before and after (use of target mode)			
Before	287	260.03	74627.50
After	208	231.41	48132.50
Total	495		

Campaign message analysis

The majority of respondents stated that they had not heard about a public transport campaign because they did not make the connection between the TAPESTRY activities and a marketing campaign. Most marketing campaigns in Romania are TV campaigns, which are extremely expensive. The questionnaire included only the word “campaign”, excluding the word “marketing”. The meaning of the word “campaign” in Romanian is closer to the political or military sense than the marketing one. Our suggestion is that the respondents did not understand the meaning of “campaign”.

So to measure campaign recall, it would be better to disconsider the result of the first question and to consider the results to the question “Do you remember materials such as leaflets, posters?”.

CONCLUSIONS

The campaign revealed that the final conclusion is that public transport needs more aggressive, more powerful and more expensive campaigns and marketing because its competitor, the car industry, does this. In addition, more sustained campaigning is needed.

There is also a need to carry out a proper cost-benefit analysis, considering both the short-term and long-term, although predicting behavioural responses may be difficult: particularly for ad hoc trips and irregular campaign activities.