

CAMPINGUL CA SOLUȚIE DE ADAPTARE ÎN TIMPUL PANDEMIEI DE COVID-19

Camping Tourism as a Solution for Adaptation during the COVID-19 Pandemic

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Rezumat: În zilele noastre, din cauza pandemiei de COVID-19 care a început în anul 2020, oamenii caută locuri pentru a evada, însă, din cauza obligației de distanțare socială, unul dintre locurile unde pot evada cu familiile este în natură. În 2020, vânzările și producția de vehicule recreaționale au explodat în Europa, în special în România, și, totuși, nimeni nu s-a gândit să îmbunătățească infrastructura din 1995 a campingului românesc, pentru a ajuta dezvoltatorii să deschidă locuri de campare care pot contribui la redresarea economiei turismului.

Scopul acestui studiu este de-a demonstra că în România trebuie dezvoltată infrastructura de camping. Va fi luat în considerare un sondaj aplicat mai multor utilizatori români de camping, prin care au fost întrebați ce doresc atunci când se orientează către un camping civilizat. Dezvoltarea infrastructurii de camping în România este esențială pentru îmbunătățirea acestei forme de turism Prin crearea unei rețele de campuri în apropierea unor atracții turistice importante și cu numeroase activități sportive în împrejurimi, nu numai că va exista o nouă modalitate interesantă de a descoperi România, dar aceasta va atrage multe persoane „mereu puse pe roți”. Mulți oameni planifică excursii cu propriile vehicule recreaționale în toată Europa. De ce nu ar veni și în România?

Cuvinte-cheie: camping; COVID-19; vehicule recreaționale; Rv; motorhome; România

Abstract: Nowadays, due to the COVID-19 pandemic that started in 2020, people search for places to get away, and because of the actual obligation of social distancing, one of the places to leave with their families is in nature. In 2020 the sales and production of recreational vehicles blew up in Europe, especially in Romania, and still no one thought to improve the 1995 Romanian campground infrastructure plan, to help individuals open campings that can contribute to the recovery of the tourism economy.

The purpose of this study is to prove that in Romania the camping infrastructure must be developed. Various survey will be taken into consideration that asked several Romanian camping users what they look for when looking for a civilized camping site.

Developing the camping infrastructure in Romania is critical to enhancing this form of tourism. By creating a network of campings, near important tourist spots and many sports activities in the surroundings, there will not only be a new interesting way to discover Romania, but this will attract many “always on the wheels” individuals. Many people plan excursions with their recreational vehicles all over Europe. Why wouldn't they also come to Romania?

Keywords: camping; COVID-19; recreational vehicle; Rv; motorhome; Romania

Clasificare JEL: Z32, L83

Clasificare REL: 14F

1. Introduction

The inspiration for this research is built on the knowledge in the field that was gained during the working years within the sales and marketing department of S.C. Elcani S.R.L., along with the daily need to keep up with the various changes in the recreational vehicle system.

The purpose of this study is to clarify the pursuer about the benefits he can get when buying a recreational vehicle along with some advantages that come with them, and the need for development in Romania.

This study describes and analyzes a wide range of strategies for the development of recreational parks in Romania addressed in the following sources. The study aims to combine the information collected within the survey specially made to discover the hopes and preferences of RV/motorhome users, individual studies that relate to this domain, and the practical use of campsites and recreational vehicles.

Furthermore, to better understand the phenomena, especially during the COVID-19 pandemic, several analyses were made to prove that the trend is growing and there are plenty of reasons to try this side of tourism. The study defines and explains a wide variety of methods to develop the camping industry within Romania's beautiful borders, managing to elaborate the researched from an original point of view, along with the theoretical support presented in the first chapters.

The end of the study is represented by the conclusion where all the findings were collected, followed by the references and bibliography.

2. Literature review

Camping tourism provides the most popular tourist accommodation (e.g., 31% of all tourist beds in Europe are located on campsites) (Salo, 2020). In 2018, the European Union had 23 200 campsites available, with 352 million nights spent. Romania had only 58 registered campgrounds in the year 2018, just 0,25% of the total EU's campgrounds. Well-known camping destinations can be found in France, Italy, and the United Kingdom (Mikulic, 2017). We expect in the future years to include Romania also through the most popular campings.

This tourism sector is strongly related to nature and the mobility of travelers that come with their own accommodation facilities (e.g., tents, recreational vehicles, mobile homes, etc.) (Mikulic, 2017), but has always been an under-researched sector (Craig, 2020). This activity attracts a large number of people, including families of all backgrounds (Tong, 2020) that associate camping experiences with family gatherings, serenity, nature, and emotional healing (Mikulic, 2017). Also, the experience of temporary living with just the essentials seems the equivalent of living simpler and getting closer to oneself, others, and nature (Kristensen, 2021). Due to the lack of knowledge about this sector, there are many drawbacks when it comes to creating a well-prepared space where people enjoy escaping everyday life, adventure, or even seeking solitude (Kristensen, 2021).

Campgrounds can be set near popular tourist attractions, protected areas, and near locations with high tourism potential. When it comes to camping activities, we can notice that some (barbeques, motorbiking, etc.) can damage the biodiversity, which can be seen on the spot or in time (Colleony, 2021). Nature-human interaction can be beneficial for both sides if there are certain boundaries that humans would respect. Camping in a few words strongly relates to nature, and in order to set a camping that embraces nature and gives campers the feelings that they search for, there are certain measures and rules from which managers can find guidance to reconcile both sides.

From Figure 1, we can see the expectations that tourists have when booking campgrounds. The majority of respondents desire a campsite that does not harm nature, is clean, quiet, and in all words, respondents hope for tranquility and peace.

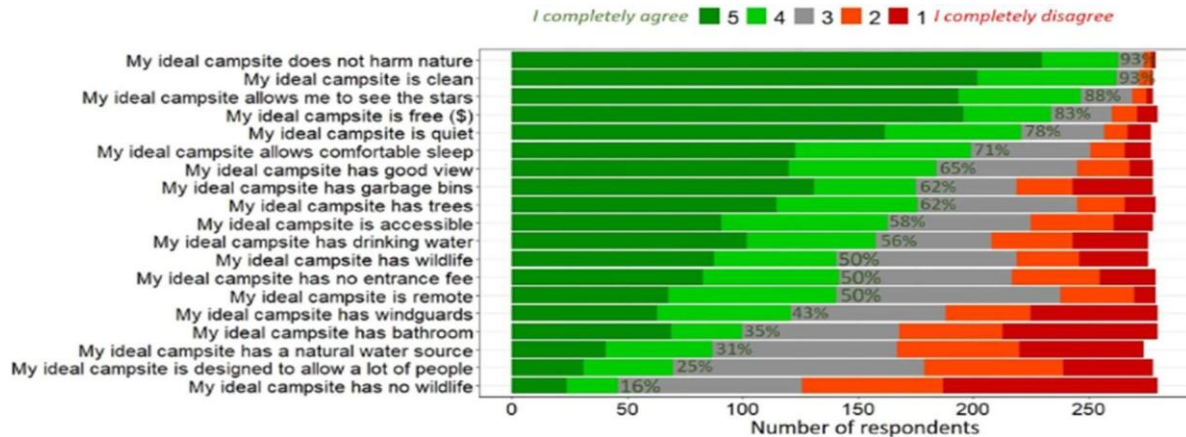


Fig. 1. “Number of respondents from the field surveys agreeing with each statement on expectations towards campsites. Agreements are presented in variations of green and disagreements in variations of red.

Proportions (%) of respondents completely agreeing (dark green bars) or agreeing (light green bars) are provided. The number of participants differs between questions due to missing data.”

Source: Agathe Colléony, 2021

As 2020 was heavily affected by the COVID-19 pandemic (Eurostat, 2020), many countries have imposed travel restrictions within and outside their borders (Tanjena, 2020). This made it difficult for tourists to travel outside the borders and mainly traveled within the country.

Using Google Trends, Figure 1 & Figure 2, a public web service that shows how often a certain term was searched, we were able to see that in the pandemic year 2020 the words “rulota” (caravan/RV) and “autorulota” (motorhome) had the most searches.

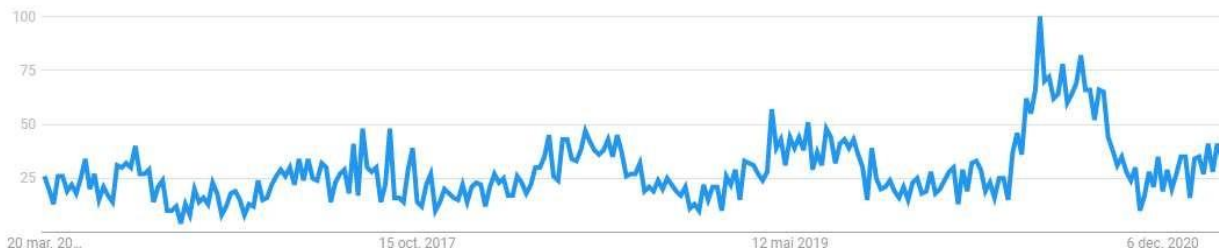


Fig. 2 The growth of “rulota” (caravan) searches in Romania in the last five years

Source: <https://trends.google.com/trends/explore?date=today%205-y&geo=RO&q=rulota>



Fig. 3. The growth of “autorulote” (motorhomes) searches in Romania in the last five years

Source: Google Trends

3. Research on campsite tourism in Romania

There are only a few studies that focus on the campers' needs and the ways to improve the campgrounds infrastructure to attract a large number of tourists who would like to experience nature and escape the crowded and polluted cities.

This research aims to show that Romania's camping infrastructure needs to be developed to save the tourism industry during and after the COVID-19 pandemic. Very few studies analyze the impact of coronavirus on the tourism industry, nor on the growth of RVs/motorhome purchases during the 2020 pandemic. Since the first outbreak in late December 2019, the tourism industry has slowly collapsed. This infectious disease spread throughout the world, causing havoc in the respiratory system.

Most countries closed their borders and imposed national quarantine to control the spread of the virus. Public transport, such as planes, was suspended. The first lockdowns were held for the most part during the spring of 2020. When summer came and restrictions loosened people wanted to go on holidays, but traveling outside the country's borders was very strict, so they had to travel more at a national level.

Another motivation for this study is the impact that COVID-19 had on the environment and the responsible way to restart the tourism industry. As many industries and companies shut down their operations, there was a major pollution shift in the world (Tanjena, 2020). CO₂, water, and noise pollution was significantly reduced. In addition, there were fewer tourists in important natural areas of the world, giving the attractions time to recover from many years of suffocation and damage caused by visitors who threw waste wherever they pleased.

Given the ongoing concern for the environment in recent years, when introducing a new form of tourism, especially in Romania, ecotourism concepts should be taken into consideration. The camping facilities that exist in Romania are in a bad condition, poorly organized, and overpriced for what they provide. By creating a network of campgrounds, near important tourism attractions, there will be not only a new fresh and exciting way to discover Romania, but it will also attract many "always on the wheels" tourists.

3.1. Survey on preferences for recreational vehicles and campgrounds

The main focus of the questions was to analyze customer expectations when selecting a camping facility. Also, since there is little and old infrastructure to help landowners organize proper camping, it was important to learn how customers view the Romanian facilities.

The survey's format (Appendix) is composed of 24 mixed questions in Romanian from which, 15 open questions, and 9 multiple-choice questions. To assess the opinions, respondents were asked, throughout two open-questions, to evaluate Romanian camping zones in comparison to those in the rest of Europe.

Another essential piece of information that the respondents were asked, was about the hobbies and activities they enjoy doing when they leave for a holiday. When deciding to arrange a camping site, it is crucial to provide guests with a variety of activities, especially when they come to escape the city's crowdedness and pollution.

3.2 Respondents and procedure

For this study, a web-based questionnaire was conducted in Romania between July 27th and November 30th, 2020. The purpose was to learn about the preferences of RV/motorhome owners for campgrounds, and the purchases of recreational vehicles.

The participants in this study were both camping users and recreational vehicle owners who are members of the RV/motorhome communities on Facebook. The survey was transmitted

via Facebook groups and received 214 responses, of which about 16% were incomplete. The group consisted of 56.5% male and 43.5% female, 90.7% came from urban areas, and only 9.3% from the country-side. The 90.7% of people who live in cities are the ones who desire the most to enjoy nature. Human well-being is connected to the environment. Nature has provided ecosystems, diversity, all of which affect one's quality of life. Most people who choose this type of recreation consider that time spent indoors might create numerous health issues such as obesity, mental health issues, anxiety, and many others.

For this research, a self-study was conducted to show that the number of recreational vehicles registrations in 2020 increased, compared to previous years, as a result of travelling restrictions. The data for the analysis was gathered from DRPCIV13. It was observed that in 2020, there were 3528 RV's and motorhomes registered, 156 more than in 2019, and 565 more than in 2018 (Table 1).

Table 1

The situation of recreational vehicles registrations 2018-2020.

Year	January	February	March	April	May	June	July	August	September	October	November	December	Total
2020	193	193	203	136	221	334	416	408	387	387	323	327	3528
2019	128	153	243	341	336	343	407	289	278	377	259	218	3372
2018	122	157	227	248	333	307	351	296	260	286	247	129	2963

Most of the vehicles registered are second-hand, only a small part are new, but in 2020, there was a growing number of new recreational vehicles registered instead of second-hand ones. This growing number of registrations can represent a motivation for the Ministry of Tourism to analyze in great detail the opportunity to create a camping network in Romania.

Table 2

Data gathered for the correlation study

		Monthly												
		Foreign country												
		Number												
		Hotels; holiday and other short-stay accommodation; camping grounds; recreational vehicle parks and trailer parks												
		2020-02	2020-03	2020-04	2020-05	2020-06	2020-07	2020-08	2020-09	2020-10	2020-11	2020-12	2021-01	
Night Spent	Romania	261.297	70.468	5.306	3.976	27.292	66.198	70.013	72.611	58.090	45.685	38.588	:	
Registration situation		193	217	136	221	334	416	408	387	387	323	328		
		-0.1273												
		2020-02	2020-03	2020-04	2020-05	2020-06	2020-07	2020-08	2020-09	2020-10	2020-11	2020-12	2021-01	
Number of Covid-19 cases	Romania	3	1.029	11.978	14.811	24.045	41.275	77.544	125.414	217.216	440.344	587.944	697.898	
Registration situation		193	217	136	221	334	416	408	387	387	323	328		
		0.312168												
		2020-02	2020-03	2020-04	2020-05	2020-06	2020-07	2020-08	2020-09	2020-10	2020-11	2020-12	2021-01	
International departures	Number	1.326.811	653.204	141.318	301.951	653.204	874.654	982.245	894.985	711.704	475.929	449.551		
Sit inmatriculari		193	217	136	221	334	416	408	387	387	323	328		
		0.35665												
		2020-02	2020-03	2020-04	2020-05	2020-06	2020-07	2020-08	2020-09	2020-10	2020-11	2020-12	2021-01	
Net occupancy rate of bed-places and bedrooms in hotels and similar accommodations	Romania	28,90		7,90	6,90	14,40	31,20	42,40	29,00	19,60	14,20	12,60		
Registration situation		193	217	136	221	334	416	408	387	387	323	328		
		0.57826												

When analyzing the data from Table 2, without taking into account other aspects (statistical constraints), we can say that the values of the correlation coefficients can be interpreted as follows:

There is a very weak inverse link between the number of caravans and the number of nights (-0.127). Some of those who rent caravans, do not spend the night at the hotel.

There is a direct link of low intensity (+0.312) between the number of caravans and the number of covid diseases. Those who use caravans are less likely to get Covid-19.

There is a direct link of low intensity (+0,357) between the number of caravans and the number of international departures. Those who rent caravans go abroad to a small extent.

Between the number of caravans and the number of occupied beds, there is a direct link of medium to strong intensity (+0.578). Some of those who rent or travel with caravans also occupy beds in hotel rooms or similar. In other words, some people use caravans for travel and comfort during the day, but prefer to sleep in a hotel or in similar spaces.

We also entered these values in SPSS and found that these correlations are statistically insignificant. This is largely due to the small size of the records. Only 11 months. However, two other variables were correlated:

Number of nights spent in the hotel and international departures. Direct link of strong to very strong intensity (+0,841). The interpretation is obvious; those who go abroad usually book a room at the hotel in a very large proportion, during the whole period of travel.

Hotel bed occupancy rate and international departures. Direct link of strong to very strong intensity (+0,841). Similar interpretation: those who go abroad tend to contribute to the increase in the occupancy rate of beds in hotels or similar spaces in a very large proportion, throughout the period of travel.

When arranging a camping, the customer's needs and his vehicle have to be taken into consideration. Is it a caravan or a motorhome? What is the common length and width of this kind of vehicle? These dimensions help us estimate how many spaces we can arrange on the land that is intended to become a camping site.

For this mini-study we will use the information gathered from the survey.

Sunteți interesat de o rulotă sau o autorulotă?
198 de răspunsuri

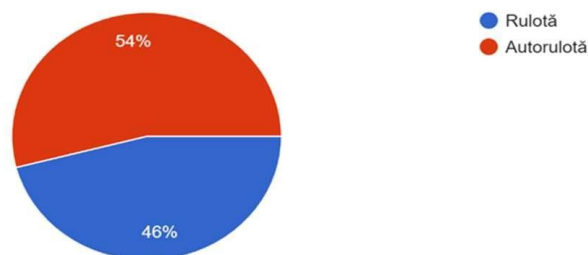


Fig. 4. Representation of what type of recreational vehicles users are interested in;
blue – caravan; red - motorhome,

Source created by author

As we can find in Figure 4, most of the potential customers own a motorhome. The most common length of standard motorhomes is around 5,5-8,5m and width about 2,200. RV's have approximately the same dimensions. There are also larger and more luxurious motorhomes and RV's, but just a few in Romania.



Fig. 5. Representation of the desired type of recreational vehicle;
blue – Second-Hand; red – new,
Source created by author

From Figure 5, it is understood that most of the Romanian RV and motorhome buyers are interested in buying a second-hand vehicle (82,4%). From this, we understand that the camping should not be yet arranged for larger and over 100.000 EURO vehicles. Each camping can have some bigger parking spots for luxurious vehicles.

3.3. Results

Based on the responses to the questionnaire (Appendix), we were able to identify the main demands from most age groups. Our respondents' range in age from 20 to 70 years old, and surprisingly, most of the camping users share the same interests in activities and expectations. Focusing on just three main open-ended questions: Q1) "What are your thoughts about campsites in Romania?", Q2) "What interests you the most when looking for a campsite?", Q3) "What leisure activities do you prefer?". By using open questions, we were hoping to receive personal answers where Romanians could share all their thoughts, experiences, and expectations when looking for a campground to spend their holidays/weekends.

The respondents will be divided into five groups, on 10-year range, and find their key statements in Table 3 and Table 4. For the first group, which ranged in age from 20-30 years old, the most common issue for Q1 was not the entrance price, but that the campsites did not comply with basic hygiene requirements; for Q2 the most common answers were: clean restrooms and spaces, tranquility and the campsites should be close to shops; for Q3, the preferred activities were biking and hiking. For the second group, with year range 31-40 years old, for Q1 they answered that Romanian campings are poorly organized, and again unsanitary; for Q2 they search for campgrounds that provide clean spaces and restrooms, tranquility, playgrounds for children, and electricity sockets available in every intended vehicle place; for Q3, the activities preferred were hiking, biking, and visiting important attractions. Moving to the third group, age range between 41-50 years old, Q1 most of the answers were related to unsanitary restrooms as the previous groups, small spaces for the recreational vehicles, poorly organized and promoted, crowded; for Q2, most of the respondents wished for more shadier places, as most RV's and motorhomes do not come with awnings; for Q3, fishing was a new activity that arouse interest. For the fourth group, 51-60 years old, at Q1 there were unclear complaints, not a very good opinion in general; for Q2 the answers were related to peace and cleanness; and for Q3, again the same activities: biking, hiking, fishing/swimming. In the end, for the last group, 61-70 years old, at Q1 in general the answer was "bad infrastructure"; for Q2 there were cleanness, shady, access to utilities as most requested; and for Q3 the activities were: hiking and fishing.

Table 3

Key statements from respondents regarding the Romanian campings

Group Age (years old)	Key statements referring to Romanian campings
20-30	<ul style="list-style-type: none"> ● Poor quality conditions
31-40	<ul style="list-style-type: none"> ● Outdated; too much focused on the cheap; poor or non-existent infrastructure for motorhomes; ● Underdeveloped, poor conditions; ● Lack of cleanliness in restrooms;
	<ul style="list-style-type: none"> ● No infrastructure, no services, difficult to access, no internal regulations, no promotion and organization, no compliance with environmental legislation but with typical Romanian prices;
41-50	<ul style="list-style-type: none"> ● Toilets usually leave much to be desired; ● Total disorganization, there is no infrastructure and were it exists it is done "by the ear"; ● Few and neglected; ● Few and poorly promoted, a minimum standard of implementation / operation should be regulated ● There are not enough camping areas in our country;
51-60	<ul style="list-style-type: none"> ● Insufficient underdevelopment, lack of infrastructure, etc.;
61-70	<ul style="list-style-type: none"> ● JUST A FEW!; ● Few and poorly administered; ● Pretty dirty;

Table 4

Respondents most preferred activities when going camping

Group Age (years old)	Most preferred activities when going camping
20-30	<ul style="list-style-type: none"> ● Mountain trips especially; ● Cycling;
31-40	<ul style="list-style-type: none"> ● Cycling, mountain hiking;
41-50	<ul style="list-style-type: none"> ● Cycling, fishing, hiking;
51-60	<ul style="list-style-type: none"> ● Hiking; ● Fishing and hiking;
61-70	<ul style="list-style-type: none"> ● Hiking and fishing;

To summarize the findings of the research, there are sufficient reasons to conclude that most Romanian campgrounds do not provide campers with clean restrooms. Since it is critical to keep everything clean and sanitized, especially during this COVID-19 pandemic, camping managers should consider upgrading or replacing the bathrooms.

Since all age categories expressed a desire for peace and tranquility, campsite administrators must consider implementing "camping rules", which include quiet hours in the afternoon and at night.

Last but not least, very important aspects to take into consideration by camping managers are the activities that can be done in campings or near them. To explore nature, there are plenty of activities that can be done. Managers can easily make partnership contracts with small businesses around the camping that rent bikes, motorbikes, small boats (if the camping is near a lake or sea), horse trips, etc.; this way managers will not have additional responsibilities.

3.4. Discussion

Campgrounds grew worldwide mainly due to two major factors: freedom and the mobility generated by people that traded the tent for the comfort of a “mobile home”. This kind of people, which we can find more and more often, desire to escape from urbanism as much as they can (Tong, 2020). The word “camping” suggests trips, nature, barbeque, relaxing family time, fresh air, plenty of outdoor activities, or adventures.

Human well-being is connected to the environment. Nature offers ecosystems, diversity, climate, all influence the quality of life. A decrease in nature contact, often due to time spent indoors and on screens, might lead to obesity, mental health issues, perceived barriers (fear), anxiety, and lots of other health issues (Gregory, 2019).

It is proven that camping holidays and outdoor activities are crucial to a healthy childhood. The most beautiful memories are created in nature where there are plenty of activities to do. On camping holidays, families have certain programs and are very united. Making a comparison between hotels where parents can live their children at the pool or in the room, and campsites where they should always have the children around. Camping brings families together.

Caravan beginners seek wild adventures off-camping. After a while, when using wild places to camp becomes tedious and tiring, they start searching for organized camps where they can relax and find all the facilities they need (ex., freshwater, arranged installations for emptying the grey water tank, electricity, toilets, showers, etc.). The most important aspect to take into consideration when arranging a camping during the COVID-19 pandemic is that these facilities should be very clean and sanitized as often as possible.

To better understand what campings should provide to their customers we can use Figure 6 - Maslow’s pyramid of needs.

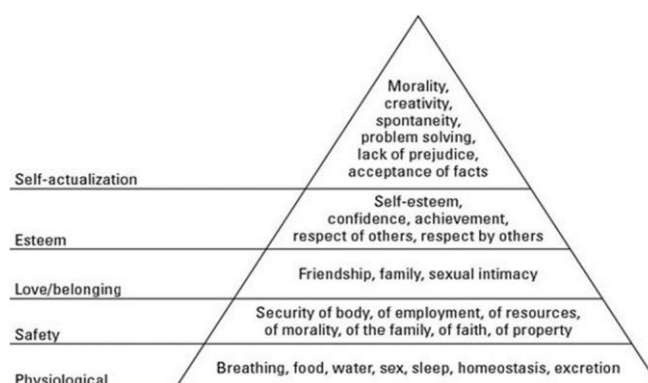


Fig. 6. Maslow’s pyramid of needs,

Source: Google Images

Starting to analyze from the bottom, campgrounds can and must provide some of the physiological needs as food, water, and bathrooms. For food and water, campings can be arranged near restaurants or mini-markets. People that search for a camping to spend their holidays or weekends usually come prepared with food, water, and other necessities, but it would be better if they could also buy some of the products near the camping.

Bathrooms are necessary because in an organized camping, people that come with an RV

or a motorhome expect the best conditions. Even if they have bathrooms in the vehicle, it is not recommended to use the showers often because the freshwater tank is mostly used for cooking and bathroom also. In this case, people would prefer to use the camping bathrooms for washing and other necessities to save the clean water in the vehicle for cooking. Also, the bathrooms need every day cleaning, so it is better to have all the bathrooms made of tiles so the interior can be pressure washed with water.

For sleep, camping owners should create a program with quiet hours. Some customers come to have fun, others come for quiet days with or without children. All need respect, so a program with quiet hours in the afternoon and at night is needed.

Safety is another issue that needs to be discussed. Safety is very important, especially if the camping is located near a forest. For example, at Saint Ana Lake in Harghita county, there is a large field where people can camp with tents, RVs, and motorhomes, but for several years camping there became dangerous because of the bears. Due to deforestation and poor organization from the county council, bears come to search for food on camping sites, near tents and vehicles. They can become dangerous, but this is not their fault. Before making a camping near a forest, the owner should make a partnership with the county council to hire rangers that can place food deep in the forest so they do not have to need to partnerships. Campsites can promote the county, by bringing customers to the local shops; in this case, the council should help the camping become safer. Another safety solution would be to surround the camps with a fence and have video surveillance.

For love and belonging, there should be special places created for groups where they can make a barbeque, play games, etc. Children have a huge impact on the wellness of their families. Most often, parents do not have a pre-made plan with the activities their children can do to keep them happy and calm, when on vacation, parents also deserve some relaxation time. For this, the best solution is organized activities for children (discovering the surroundings, hunting insects, biking, dancing, painting, etc.). These activities should be organized every day to keep the children entertained and make them more attached to nature, to learn to take care of it from a young age. Happy children usually make happy families.

4. Conclusions

Campings are part of a tourism sector that is not studied enough, especially in Romania, where year after year there is a growing number of people that acquire recreational vehicles. Camping tourism is a form of travel with your accommodation. Many tourists prefer the comfort of a caravan/motorhome instead of a hotel room because they can “move” their holiday house wherever they enjoy it.

After the COVID-19 pandemic outbreak, the tourism industry, which plays an important role in the world's economy, collapsed. As analyzed in the research part of this paper, in 2020, the pandemic year, there were registered over 3500 recreational vehicles, more than in other years. As governments imposed many restrictions on people that wanted to cross the borders, tourists were forced to travel within the country's borders. People bought caravans or motorhomes to travel the country, but in campsites, even the outdated camping infrastructure is not used, and tourists encountered many poorly maintained camps. In 2020, 13 new campings were also registered.

The results of the research show the respondents' preference for caravanning, camping, and caravan tourism. The high number of caravans purchased by potential tourists is a direct effect of the COVID-19 pandemic that changed consumption and holiday habits. Thus, people value health more than ever and are thinking of finding new solutions and alternatives or reinventing those with tradition. Isolation, personalization of living space and dining on vacation, proximity to nature, all these features make caravan camping a top choice in the travel options for tourists.

The desire of people to be in a mountain or eco-destination, the independence offered, the safety found, all make caravanning tourism the best solution for relaxation, recreation, refreshment, and recharging the batteries to start working with fresh forces. This form of tourism offers you independence, freedom of movement, accommodation, dining space, closeness and fusion with nature (Nature-Blended), fresh air, privacy and intimacy, safety, health protection, spending time with loved ones (family and friends). Camping areas must be brought to European standards, to allow us to provide a variety of tourist attractions and holiday areas, from mountain tourism to green tourism, eco, rural, seaside tourism, from soft tourism to Creative Tourism, and caravanning tourism to the interested people.

For a well-developed camping tourism network, there should be much promotion within and outside the country. The advertisements should consist mainly of online marketing of the authorized campgrounds in Romania and the nearby attractions.

To promote this almost new concept of tourism on a small budget, campsite managers can collaborate with economics faculties (e.g., The Bucharest University of Economic Studies, Faculty of Business and Tourism, Marketing, etc.) and art faculties (ex. Bucharest National University of Arts, Faculty of Computer photo-video image processing) to form teams of students that would compete in creating the most beautiful advertising (the project should include video advertising, promotion message, and method). In exchange, students can receive various prizes.

In the end, I consider this paper a motivation for the Ministry of Tourism to reconsider the tourism infrastructure plan in Romania, to help camping owners develop the best campgrounds so that we can start exporting Romanian tourism. Campings are a unique way to explore and travel any country, even during pandemic times; this shows that camping tourism can be seen as a solution to adaptation during the COVID-19 pandemic.

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Appendix - the survey used:

1. Vârsta (ani împliniți)
2. Gen
3. Mediul de proveniență
4. Dețineți o rulotă sau autorulotă?
5. Rulota/autorulota pe care o dețineți ați achiziționat-o nouă?
6. Sunteți interesat de o rulotă sau o autorulotă?
7. Sunteți interesat de un produs SH sau NOU?
8. Care este bugetul pe care sunteți dispus sa îl alocați în vederea achiziției unei rulote sau autorulote?
9. Care din următoarele aspecte vă interesează cel mai mult atunci când achiziționați o rulotă sau autorulotă?
10. Care este modalitatea de plată pe care o preferați atunci când achiziționați o rulota/autorulota?
11. De ce va interesează produsele SH?
12. Ce dealeri de rulote și autorulote cunoașteți în Romania?
13. Ce va interesează cel mai mult atunci când doriți să achiziționați o rulotă/autorulotă?
14. Ce dotări vă interesează cel mai mult la o rulotă sau autorulotă?
15. Care este scopul pentru care doriți să achiziționați o rulotă sau autorulotă?
16. Intampinati probleme pe drumurile din Romania?
17. Dar in Europa?
18. Ce camping-uri preferate aveti în Romania?
19. Dar in Europa?
20. Ce părere aveți despre zonele de camping din România?
21. Dar în comparație cu cele din Europa?
22. Ce vă interesează cel mai mult atunci când căutați un camping?
23. Cât de des folosiți rulota/autorulota (pe an)?
24. Ce activități de agrement preferați?