

TOURISM FOR A STAY VERSUS ITINERANT TOURISM

Cipriana SAVA

Abstract: *People increasingly want to visit as many tourist attractions as possible. Their motivations are very diverse and can change under the influence of largely external factors.*

The decision to spend a holiday in one or more places is made after an analysis of travel objectives, personal preferences, distance, leisure time and available resources, or on a spur-of-the-moment basis.

People who are more comfortable or who choose to maintain or restore their health usually prefer staycation tourism, while people with an adventurous spirit, explorers, usually choose itinerant tourism.

Both forms of tourism have advantages and disadvantages, so the decision to choose one or the other depends on the analysis of each potential tourist.

Leisure habits have changed over time and the desire to travel has increased.

Keywords: *tourism, itinerant tourism, travel tourism, stay tourism, trends*

INTRODUCTION

According to the World Tourism Organization (UNWTO) "tourism comprises the activities of a person who travels outside his or her usual environment for a short, specified period of time and whose purpose is other than the pursuit of a remunerated activity at the place visited". This definition was approved at the International Conference on Tourism and Tourism Statistics in Ottawa, June 24-28, 1991.

The World Travel and Tourism Council (WTTC) stated in 1996 that, "Travel and tourism constitute the world's largest industry which in virtual and economic measures includes: gross income, value added, capital invested, number of employees and tax contribution."

Tourism, over time, has developed and diversified and its types and forms can be identified according to several criteria, namely:

- where tourists come from;
- when and how to hire tourist services;
- the mode of provision;
- travel distance;
- degree of mobility of tourists;
- means of transportation used;
- the motivation behind the trip;
- socio-economic characteristics of the demand;
- age of participants;
- main characteristics of the offer

- the period when it takes place.

Nowadays there is a concern for the free time available to potential tourists and their mobility, so taking into account the degree of mobility of tourists, tourism can be of:

- stay, the duration of which varies, namely: long-stay tourism of more than 30 days, medium-stay tourism of less than 30 days and short-stay tourism of up to one week;
- circulation or itinerant (permanent movement on a predetermined route with short stops);
- transit (tourists pass through an area or country on their way to their chosen destination).

The amount of free time that can be allocated to tourism activities can be limited to two, three or many more days. Depending on the period during which the tourism activity takes place, there are:

- weekend tourism (lasting a maximum of two and a half days);
- holiday tourism.

Travel habits, over time, have also undergone changes related to how people perceive travel, how they prioritize the experience, what brings them joy and security, how it contributes to the environment and life in the community visited. The most obvious are:

- nature travel choices;
- the desire for personalized experiences;
- choosing more sustainable travel;
- preference for booking trips with flexible options;
- use of technology for booking and documentation;
- increasing interest in local, proximity travel;
- appreciation of wellness travel;
- choosing gastronomic travel;
- small group travel.

All this can be seen in the current tourism offer.

ASPECTS OF STAY AND ITINERANT TOURISM

Tourism for a stay can be defined as that form of tourism in which tourists choose to spend their leisure time in a particular tourist destination.

In the case of itinerant or circulation tourism, as it is also known, tourists prefer to travel to several locations and destinations in a single trip.

The characteristics of the two forms of tourism highlight the differences between the two forms of tourism (Table 1).

Table 1 Characteristics of stay and itinerant tourism

Characteristics	Tourism for a stay	Itinerant tourism
Venue	-stable;	-multiple;
Timing	-varying, from a weekend to over 30 days;	-varied, but with short stays of 1-2 days in one location;
Motivation	-relax, rest, explore the destination area in depth;	-mobile, adventurous, actively exploring as many destinations as possible;
Deployment area	-limited to one location	-vast, may even cover a country
Flexibility and variety	-small, concentrated	-sea
Depth of experience	-productive	-superficial
Vacation planning	-simple	-complicated
Costs	-theoretically lower (depending on location, comfort, season etc)	-theoretically higher

From these characteristics, some advantages and disadvantages of these forms of tourism can be deduced (Table 2)

Table 2 Advantages and disadvantages of stay and itinerant tourism

Form of tourism	Advantages	Disadvantages
Tourism for a stay	- rest; -identification with local people; -comfort in the choice of the tourist package; rest; -identifying with the locals; -comfort in choosing the tourist package;	- monotony; -crowding;
Itinerant tourism	- offers diversity; -flexibility in route choice; -multiple opportunities to explore landscapes, cultures	-can be tiring; -needs better planning and organization; -high costs for equipment, transportation and accommodation

The choice between itinerant and stay tourism depends on what each person wants, his or her lifestyle, personality, free time, concerns, income. Each of these

forms of tourism has its followers, so that two types of tourists can be identified (Table 3)

Table 3 Profile of tourists

Tourism for a stay - tourist profile	Itinerant tourism - tourist profile
-young people in love, looking for oases of romance;	-people interested in cultural diversity, eager to learn;
-people who want to rest and relax;	-people who prefer adventure;
- senior citizens;	-people who support the environment and its protection;
-families with children;	-people in love with nature;
-Explorers, people who want to get to know a destination.	-family/friends who want to create as many and diverse memories as possible.

This demarcation is not strict, tourists may at some point choose to stay at the expense of touring or vice versa. Lots of external factors can change a person's view of a vacation and how they want to spend it. What is important is that each potential tourist plans their vacation according to their preferences and expectations.

Tourists' equipment is also adapted to their chosen form of tourism, resulting in more or less luggage.

Table 4 Recommended items of luggage

Article groups	Articles for tourism for a stay	Articles for itinerant tourism
Clothing	- T-shirts, blouses; -dresses, skirts -shorts/long pants; -jacket, sweater; - pajamas; -underwear and socks; -swimwear;	-t-shirts, layered blouses; -long/short pants; -waterproof jacket; -poncho; -pajamas; -underwear and socks; -bathing suit;
Footwear	- walking shoes; -sandals;	- boots; -hiking shoes; -sandals;
Hygiene products	- toothbrush and toothpaste; -wet wipes; -deodorant; -protective/care cream; make-up;	-toothpaste and toothpaste; -wipes; -soap; -shampoo; - hair comb/hairspray;

	-hair comb/brush	-deodorant; -protective/care cream; -towels;
Technological equipment	-cell phone and charger; -laptop/tablet;	- cell phone and charger; -power bank; -professional camera;
Documents	-ID/passport; -transportation tickets; - accommodation reservation; - travel insurance;	-identity card/passport; -transportation tickets; -accommodation reservations; -travel insurance; -physical/digital travel maps/guides
Miscellaneous	-sunglasses; -leaves; -books for leisure; -your own medication, if necessary.	-sunglasses; -hat/cap; - head torch; -first aid kit; -multi-purpose knife; -insulated water bottle; -note book and writing instrument; -energy tanks.

The luggage will always be tailored to personal needs, preferences, season, geographical area, number of days of vacation.

Both stay and movement tourism can create unique, special experiences.

CURRENT CONCERNS

Tourism is part of life for the majority of the Earth's population, and the offerings are varied. Tourism has traditionally been the most popular and appreciated type of tourism, with people choosing coastal or mountain vacation destinations. Current data shows that tourists are still inclined towards relaxing and recreational vacations. Thus, an international survey conducted in 2017 shows that 59% of tourists prefer a relaxing vacation, 35% of tourists want an active vacation and 6% prefer to combine relaxation with activity, while data from 2023, Europe-wide, confirms that relaxation and recreation are predominant in the preferences of tourists (52.6% of tourists), followed by various activities and visits (32.4%), other personal purposes (5.4%) and business (9.6%).

No matter what type of vacation you choose, today's concerns are moving towards:

- sustainability in tourism;
- reducing carbon footprint;
- data and tourist security;
- digitalization.

Sustainability in tourism means the development of tourism through the implementation of basic principles aimed at protecting the environment, supporting local communities, supporting local culture and traditions, education, creating authentic experiences, certification and standardization, sustainable infrastructure development, strict regulations on vulnerable, protected areas and tourist responsibility.

A tourist's carbon footprint, or greenhouse gas footprint, is the total amount of greenhouse gas emissions produced by a tourist during their holiday. A tourist's carbon footprint takes into account the carbon footprint of the means of transport used, the resources used in the accommodation and its energy efficiency, as well as the multitude of activities they will undertake.

In order to reduce their carbon footprint, both staycation and touring tourists can consider greener transport options, sustainable accommodation and activities that minimize environmental impact.

It is essential for tourists to have protection of their personal and financial data, and this requires both the implementation of security technologies by economic operators involved in tourism and the education of tourists on good security practices.

The physical protection of tourists, their documents and luggage is a permanent concern which must be ensured throughout their holiday by the services provided by specialized companies.

Digitalization in tourism comes as a necessity nowadays. It has contributed to the way tourists search, plan and book their trips. A significant benefit of digitization in this field is the ability to create personalized travel experiences. Virtual Reality (VR) and Augmented Reality (AR) contribute greatly to the decision making about future travel. They make it possible to experience and explore the destination from home, but also to have unique experiences once you get there. From this perspective, marketing strategies have also undergone a transformation. Smart technologies lead to more efficient management of resources in accommodation, transportation and attractions, avoiding overtourism.

At the same time, digitalization has led to the proliferation of travel apps, maps and navigation tools. Web applications in travel and tourism are numerous and growing, some of the most popular being:

- Booking.com, Airbnb - for accommodation services;
- Expedia, Skyscanner - for air transportation services;
- TripAdvisor - user-generated reviews and ratings for accommodations, restaurants, museums, etc.;
- Google Maps - navigation application, providing detailed maps, real-time traffic updates and public transportation information for different destinations, directions are for walking, driving or cycling;
- Citymapper - real-time information about public transportation in a destination (buses, trains, trams, subways);
- Google Translate - translations for text, speech and even images;
- Duolingo - basic expressions and vocabulary in a foreign language;

- XE Currency - for real-time currency conversion;
- Lonely Planet Guides - provides travel guides to various destinations;
- Triposo - travel guides, recommendations, maps, all offline;
- Viator - to know and book tours, activities and experiences in different destinations;
- TripIt - for creating itineraries with all the necessary details by automatically synchronizing travel plans from emails;
- Snapseed - for real-time photo editing.

Whichever form of tourism is chosen, globally there have been annual increases in the number of tourists, with only 1.4% of the total number of tourists recorded in 2019, before the Covid 19 pandemic, being lost in 2024 (Table 5).

Table 5 Global trends in tourist numbers

Year	2019	2020	2021	2022	2023	2024
No. of tourist arrivals (million)	1465	406	460	975	1305	1445
Share (%) compared to 2019, base year	100	-72	-69	-33	-11	- 1,4

Source: UNWTO Barometer volume 23 issue 1- January 1, 2025 - processed data

Trends in tourism are influenced by a number of factors such as time of year, economic conditions, traveler preferences and global event.

CONCLUSIONS

Both staycation and touring tourism have evolved over the years, nowadays the choice of tourists tends towards relaxation, comfort, and therefore the first form. In the stress of everyday life, the desire for recovery and rest is justified, but there is also a tendency towards adventure, knowledge and diverse experiences, thanks to the increased accessibility of transport, leisure, technology, climate change, the organization of events and the personality of each individual. In general, staycation tourism is aimed at mature people, senior citizens, families with children, while touring tourism is aimed at young, dynamic people, but this is not a condition or a rule.

The practice of tourism, in whatever form, must be based on respect and responsibility, sustainable tourism will benefit tourists, businesses and locals, and reducing environmental pollution and preserving resources will ensure great experiences for future generations.

REFERENCES:

- Sava, Cipriana, (2012),” Economia turismului”, Ed. Eurostampa, Timișoara
<https://nielseniq.com/global/en/insights/commentary/2017/relaxing-vs-adventure-breaking-down-vacation-preferences-around-the-world/>
https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_statistics_-_characteristics_of_tourism_trips
<https://crenerg.org/Digital4Energy/wp-content/uploads/2023/08/Digitalizarea-in-domeniul-turismului.pdf>
https://pre-webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2025-01/UNWTO_Barom25_01_January_EXCERPT_v3.pdf?VersionId=AzILN6U4VW.RbM2oMF2DBpGQreisL4Xa

Notes on the author

Cipriana SAVA, Associate Professor Tibiscus University of Timisoara Timisoara, Romania at Email: cipriana.sava@gmail.com. She holds a PhD. in Management and is the author of a large number of books, articles and studies in the field of tourism, regional and rural development. Cipriana Sava is alsoa member in „Asociația Română de Științe Regionale” (ARSR), in the „European Regional Science Association” (E.R.S.A.), in the „Science Association International” (RSAl) and in the “Romanian Association of Tourism Journalists” (AJIR). ORCID ID: 0000-0002-6521-6596