

FORMS OF ACTIVE TOURISM

I.M. PETROMAN
Loredana VĂDUVA

Abstract: *Active tourism is together with dedicated tourism and ecotourism a subtype of alternative niche or adventure tourism that differs from mass tourism by the way of organization and human resources involved, by including in the tourist products offered of many activities that require physical effort and a certain level of physical training. Although many researchers propose the replace of the phrase active tourism with active sports tourism, a distinction must be made between active participation in activities, following sporting events and visiting attractions related to sports. Among the niche tourism forms the most well-known are active tourism, tourism dedicated to its forms, the first partially overlapping on other forms of tourism, cultural, adventure, rural, hunting, equestrian and farm and nature tourism. The practice of this form of tourism, active tourism, requires investments in the development of tools for the creation of products and routes and platforms to improve marketing management regarding the marketing of active tourism products.*

Keywords: *tourism, forms, active tourism, activities*

INTRODUCTION

The spectacular increase of tourist traffic, doubled by the diversification and amplification of its implications, highlights the receptivity of tourism to social dynamics, its evolution under a complex of factors. Different in nature and role, these factors participate in different proportions in determining the tourist phenomenon. Its influence varies not only depending on their specific content, but also in relation to the time and place of action. (15).

In the literature there are many references to the problem of the development of different types of niche tourism (1, 2) as well as attempts to classify the factors of influence and to quantify the magnitude and meaning of their action. One of the most important and comprehensive classifications, uses as a criterion the socio-economic nature, under this aspect being identified the following factors: economic, technical, social, demographic, psychological, and educational and civilization, natural, organizational and political.

Many researchers (3, 5, 7) instead of the phrase active tourism, the phrase active sports tourism, but the distinction is made between.

- active participation in sports activities (on bases)
- to watch sports events;
- visit the attractions related to different sports;

Other researchers (8) distinguish between sports tourism or attending sports activities, visiting sports museums and active sports tourism that involves the practice of sports. Practitioners of this type of tourism are usually young and rich men with higher education, called "active sports event tourists" (3, 12, 13).

At the moment, the distinction according to social class and status tends to become increasingly rare, except for golf in active tourism. This type of tourism has the following advantages:

- a. benefits for the development of the visited area, local economy, environment and tourists (3, 9, 10),
- b. knowledge of other cultures - beliefs, gastronomy, language, traditions - and ways of living education (Pi Cultural tourism);
- c. Relaxation or recharging batteries through exercise, even for those with disabilities - receivers (16, 17).

MATERIAL AND METHOD

The reasons for the growing interest in active tourism are multiple, due to the evolution of more extensive and sophisticated programs of activities, which provide opportunities for tourists in understanding and accepting health benefits, sustainable development of communities with traditional resources and local economies. Within this scientific approach, consulting the literature, the main forms of active tourism were analyzed, in order to develop new tourism products for the researched area, Banat area, an integral part of Romania, to stimulate the development of this form of tourism, by the proposal of short or long tours on the old routes, of the diligence, along the Bega Canal, Banat Mountains, not promoted at their true value by the travel agencies.

RESULTS AND DISCUSSIONS

Among the most well-known forms of niche tourism in the specialized literature we distinguish:

- active tourism;
- dedicated tourism with its forms solidarity and voluntary tourism;

-exploration tourism or ecotourism with its forms– alternative tourism or adventure which differs from mass tourism by the way it is organized and human resources involved in these activities.

Active tourism partially overlaps with the following forms of tourism:

- ecotourism;
- tourism in protected areas;
- scientific expeditions;
- scientific hunting tourism;
- equestrian tourism;
- cultural tourism;
- adventure tourism;
- nature tourism, on the farm;
- rural tourism;
- active sports tourism.

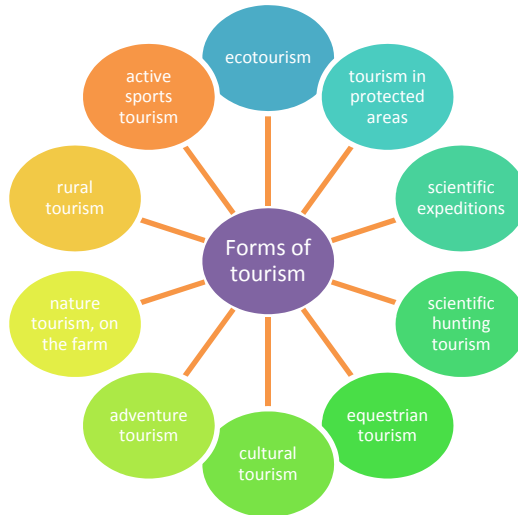


Figure 1. The forms of tourism that overlap with the part of active tourism

However, active tourism includes many types of activities that require;

- a. physical effort for carrying out an active tourist activity;
- b. a certain level of physical training;

Of which the most frequently practiced types of active tourism the best known are those described below:

1. Ski mountaineering is the sport or fun of cross-country skiing using equipment specially designed for going up and down a hill (Lexico). Practicing this form of tourism requires equipment consisting of a helmet, special boots and skis. The best tourist destinations for practicing ski

mountaineering are located in the Alps (Austria, Switzerland, France, Germany, Italy, Slovenia), the Tatra Mountains (Slovakia) and the Carpathian Mountains (Romania and Bulgaria).

2. Equestrian tourism is a form of recreational riding for personal pleasure, without elements of competition but requires, in addition to a horse trained for this type of activity, a comfortable clothing and footwear and, of course, an elementary form of training. It is considered a sub-sector of the equine sector and one of the most popular forms of active tourism among young people being claimed in addition to active tourism by agrotourism, adventure tourism, farm tourism, ecological tourism and recreational educational tourism. Even if some American specialists consider horseback riding as part of adventure tourism, we include this activity, horseback riding, in the category of recreational activities with pine, camping, carting or sledding, cross-country skiing, off-road driving or equestrian tourism appeared in Europe in the 1950s (2, 10). A special impact that is increasingly in the attention of specialists is that of the horse-tourist relationship in hippotherapy, where horses are increasingly used in the treatment and rehabilitation of children with autism in specialized farms. The Euquus-Equestrian Routes in Europe program has two objectives:

A special impact that is increasingly in the attention of specialists is that of the horse-tourist relationship in hypnotherapy, where horses are increasingly used in the treatment and rehabilitation of children with autism in specialized farms. The Euquus-Routes program of equestrian tourism in Europe has two objectives:

- development of tools for the creation of routes and equestrian products;
- setting up a platform to improve the marketing of equestrian tourism products in order to increase the number of equestrian tourists.

Currently, ecotourism programs in Romania focus on the following areas where we encounter equestrian tourism:

- Maramures - cultural programs, nature discovery, traditional occupations, wood civilization, equestrian tourism, cycling tourism;
- Apuseni Mountains - speotourism, themed hiking, cultural programs, cross-country skiing, equestrian tourism, cycling tourism;
- Carpathian Mountains - equestrian tourism, cycling, themed hiking, cross-country skiing, snowshoeing;
- Piatra Craiului National Park and surroundings - observation of large carnivores, flora, equestrian tourism, cycling, snowshoeing;
- Transylvania - discovery of Saxon and Szekler culture, equestrian tourism, hiking with theme;

- Banat Plain - equestrian tourism, cycling, traditional occupations, hiking with theme in the footsteps of stagecoach, cross-country skiing, Becicherecul Mic-station of the diligence, Movila emperor, Iecea Mare, Lenaueheim - postal station, Grabati, Comlosul Mare, Sannicolau Mare, station of the postman, Beba Veche point on the route of the diligence, Szeged.

Equestrian tourism is also practiced in Calimani National Park, Cheile Bicazului National Park, Macinului Mountains Park, Rodnei Mountains National Park in Putna National Park (13)

3. Climbing - "climbing a mountain or hill by hiking" or "a sport which includes climbing mountains, in particular climbing difficult-to-reach parts" - DEX'09) and includes at least 25 types of activities, which differ from each other by:

- related activity (pruning trees, yoga);
- competitive/non - competitive character, formal/informal character;
- the necessary equipment (belts, ropes, studded shoes, spikes);
- environment - urban (abandoned building, industrial building, gym) or rural (hill, mountain);
- purpose (fun, utility);
- technique (depending on the terrain);

the type of geographical shape (canyon, hill, mountain) or the type of terrain (tree, mast, ice, wall with climbing sockets, rock, ladder, pillar, tower). The most famous tourist destinations in the world for climbing in nature are Mount Everest (between Nepal and Tibet), Mount Fuji (Japan), Mount K2 (between China and Pakistan), Mount Khuiten (Mongolia), Mount Kilimanjaro (Tanzania), Mount McKinley (USA), Mount Toubkal (Morocco), Matterhorn Peak (Switzerland).

4. Bicycle touring "sport practiced with special bicycles on the velodrome or on the road" - DEX'09) can be practiced as a recreational activity, as a utilitarian activity, as a performance sport. It is recommended for human physical and mental health, with the condition to be not practiced in areas with a high degree of air pollution. The best tourist destinations for cycling in nature are Friendship Highway (China), Corsica (France), Southern Road (Chile), Great Divide Mountain Cycling Road (Canada-USA), Conquerors Road (Costa Rica), Green Road (Canada), Estonia, Galway (Ireland), Hanoi and Ho Chi Minh (Vietnam), Latvia, Lithuania, Green Mountains (USA), Toubkal (Morocco), Munda Biddi Route (Australia). In Romania, for active tourism enthusiasts, we recommend cycling tours of the following types:

a. short tours: Recas wineries, wineries from Dealul Silagiului, Buzias, Seceani mud volcanoes in Timis County, wineries from Prahova, Vineyards and mansions, Salt Mountains, 1-2 day routes with low difficulty;

b. long tours: between the Danube and the mountains, medium difficulty, Saxon Transylvania, Dealul Mare Vineyards, the wild nature of Banat;

c. for Timisoara and Timis County we also propose the implementation of routes that unite the neighborhoods by building special bike tracks and for a longer route, the arranged route Timisoara - Zrenjanin Sebia following the route of the canal. (11)

5. Motorcycling "a sport branch that is practiced on two- or three-wheeled motorcycles divided into classes by cylinder capacity" - DEX'09, can be practiced as a recreational activity, as a utility activity or as a performance sport and off-road as extreme tourism. They are recommended for human physical and mental health, provided that it is not practiced in areas with a high degree of air pollution. The best tourist destinations for motorcycling are Hana Highway (USA), Karakoram Highway (China-Pakistan), Amalfi Coast (Italy), Jebel Hafeet Mountain Road (Abu Dhabi), Transfagarasan National Road (Romania), Guoliang Tunnel Road (China), Serra Do Rio Do Rastro Mountain Range (Brazil), Nurburgring (Germany), Los Caracoles Pass (Argentina-Chile), Trollstigen (Norway). In Banat it can be practiced in many places such as Caras-Severin county - Brebu, Gârâna, Văliug, Borlova, Poiana Marului.

6. Rafting "the sport or fun of traveling on a river on a raft" - Lexico is done with an inflatable raft (PVC or urethane) on a river or a stream on rough terrain (with a degree of difficulty between 1 and 6). The necessary equipment includes paddles, oars and appropriate clothing and footwear. This type of activity poses ecological problems because the arrangement of routes has negative effects on ecosystems. The best tourist destinations for rafting are Chilcko River (Canada), Colorado River (USA), Futaleufú River (Chile), Magpie River (Canada), Noce River (Italy), North Johnstone River (Australia), Pacuare River (Costa Rica), Salmon River (USA), Upano River (Ecuador), Zambezi River (Zimbabwe).

7. Hiking or walking-tour ("long walk, especially through the country" - Lexico, "walking trip" - DEX'09, is done on paths or trails in rural areas. The necessary equipment includes clothing and footwear (for the rugged terrain) rainproof and a backpack with lighter, compass, sunscreen, knife, GPS device, map, flashlight, gloves, sunglasses, hat, emergency blanket, insect spray, first aid kit, and a water backpack, food. A large number of hikers can seriously affect the natural environment The

best tourist destinations for hiking are the Grand Canyon (USA), Mount Washington (USA), the Bread Circuit Route (Chile), the Appalachian Mountains Route (USA), Kenai River Trail (USA), Inca Trail (Peru), Lares Trail (Peru), Pacific Crest Trail (USA), Petra Trail (Jordan), Laugavegurinn/Fimmvörðuháls Pass (Iceland), Mont Blanc Tour (Italy), South Maroon Peak (USA) For Romania we can mention walking tours to glaciers, caves, gorges, forests in the Apuseni Carpathians having as attractions the Padis plateau, a karst region to the NW of Sighisoara, Scarisoara Cave with the largest underground glacier in Europe, Bear Cave.

8. Exploring caves "sport or fun of exploring caves" - Lexico, is done in wild caves, not in caves designed for mass tourists, as an outdoor activity, as exercise or as exploration (similar to mountaineering or diving). It is a form of ecotourism and adventure tourism. Special equipment are necessary (helmet, ropes, gloves, flexible metal ladder, helmet-mounted light source, first aid kit), clothing (with armrests and knee pads) and footwear suitable for the type of cave (hot or cold, dry or wet), water and food. The best tourist destinations for exploring the caves are Waitomo fire fly Cave (New Zealand), Lascaux Cave (France), Ellison Cave (USA), Fingal Cave (Scotland), Harrison Cave (Barbados), Mammoth Cave (USA), Onondaga Cave (USA), Barton Creek Cave (Belize), Phong Nha Cave (Vietnam), Swallow Cave (Mexico).

9. Snowshoeing means walking in the snow with a flat rocket-like device attached to the sole of a boot that distributes the person's weight over a larger area so that the feet do not completely sink into the snow"- Lexico). During walking, which requires more effort than other similar activities, special maneuvers must be made for descent, return, change of route or ascent. The best tourist destinations for snowshoeing are Finland, Krvavec (Slovenia), Cypress Mountain (Canada), Rocky Mountain National Park (USA), Gros Morne National Park (Canada), Sierra Nevada National Park (Spain), Yellowstone National Park (USA), Lake Tahoe Area (USA) and the Carpathian Mountains and Banat Mountains in Romania.

The reasons for the growing interest in active tourism are:

- a. the evolution of increasingly extensive and sophisticated international event programs, which provide opportunities throughout the year for sports event participants and sports spectators;
- b. increasing understanding and acceptance of the health benefits of playing sports;

c. increasing mobility of people with a sports spirit, due to improvements in communication technology; the growing popularity of national and international sporting events;

d. recognition and appreciation, at the governmental level, of the role and value of sport, active movement, for the economy and international relations.

CONCLUSIONS

The most well-known forms of niche tourism practicable worldwide are active tourism, dedicated tourism, exploitation tourism or ecotourism with its forms of alternative or adventure tourism. Active tourism is an authentic offer of repositioning and rebranding of authentic tourist destinations, which it can take advantage of through active activities and contributes to the development of new active forms of active niche tourism. For Banat, the most well-known active tourist activities can be equestrian tourism, the diligence road on the Timisoara-Szeged route, cycling along the Bega Canal, traditional occupations, themed hiking, Rudaria mill, touring skiing in the Banat Mountains. The reasons for the growing interest in active tourism are multiple, first of all, understanding and accepting the health benefits of those who practice it, attracting funds for the development of specific infrastructure with influences on local economies and the sustainable development of vocational tourist destinations.

References

- Academia Română, Institutul de Lingvistică „Jorgu Iordan”. (2009). *Dicționarul explicativ al limbii române*. București: Univers Enciclopedic Gold. (DEX'09);
- Active Tourism. Disponibil la: <http://www.active-tourism.com/>. Accesat la 20.02.2021;
- Benea M.C., Petroman I.(2006) – *Bazele turismului*, Editura Eurostampa Timișoara;
- Gibson, Heather J. (2010). *Active Sport Tourism: Who Participates?* 155-170. Leisure Studies, 17(2), <https://doi.org/10.1080/026143698375213>;
- Gonda, T. & Csapó, J. (2019). *The Role of Active Tourism and Physical Activity in the Travel Habits of the Hungarian Population*. The Results of a Representative Survey. Journal of Tourism Challenges and Trends, XII, 25-46;
- Gronau, W. & Kagermeier, A. (2013). *Authentic Offers for Active Tourism as An Option to Re-Position and Re-Brand A Traditional Sun & Sea Destination: The case of Cyprus*. Conference Active Countryside Tourism, International Centre for Research in Events, Tourism and Hospitality (ICRETH) Leeds Metropolitan University, 1-13. DOI: 10.13140/2.1.4153.4406;

- Haneef, Sunitha K. (2015). *Role of DSF in the Field of Active Tourism*. European Academic Research, III(1), 1090-1096;
- Lexico. Disponibil la: <https://www.lexico.com/>. Accesat la 16.02.2021.
- Miller, Amanda. (2013). *Active Sports Tourism: Active Sports Tourists Competing in the 2011 MBNA Chester Marathon*. Disponibil la: <https://e-space.mmu.ac.uk/>. Accesat la 20.02.2021.
- Petroman I., Petroman Cornelia (2014) *Destinații turistice internaționale*, Editura Eurostampa Timișoara;
- Petroman Cornelia, Marin Diana, Adamov Tabita, Văduva Loredana, Petroman I., (2020), *Forms of tourism along the Bega canal from the Iosefin district from Timisoara*, Lucrări Management Agricol, Vol 22(1);
- Perić, M., Đurkin, Jelena & Vitezić, V. (2018). *Active Event Sport Tourism Experience: The Role of The Natural Environment, Safety and Security in Event Business Models*. International Journal of Sustainable Development and Planning, 13(5), 758-772. DOI: 10.2495/SDP-V13-N5-758-772;
- Răbină R., L (2010). *Benchmarking Finnish and Irish Equestrian Tourism*. Degree Thesis. Kajaani University of Applied Sciences;
- Romiti, Anna & Sarti, Daria. (2016). *Service Quality Experience and Customers' Behavioural Intentions in Active Sport Tourism*. Modern Economy, 7(12), 1361-1384. DOI: 10.4236/me.2016.712127;
- Tudorache D. cord. (2009). *Strategia națională de dezvoltare a ecoturismului în Romania*- Faza I. Ministerul Turismului, București;
- Weed, M. (2006). *Sports Tourism and the Development of Sports Events*. International Journal of Sport Communication, 14(1), 1-12;
- Zsarnoczky, M. & Zsarnoczky-Dulhazi, Fanni. (2019). *The Phenomenon of European Accessibility as a Special Niche in Active Tourism*. Journal of Tourism Challenges and Trends, XII, 85-100.

NOTES ON THE AUTHORS

Ionuț Mircea PETROMAN - S.C. MERPANO SRL, Săcălaz, Timis, Romania, e-mail address: petromanionut@yahoo.com.

Loredana VĂDUVA – Assistant at the Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: loredana_heber@yahoo.com.