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PROFILING ENVIRONMENTALLY FRIENDLY TOURISTS IN ROMANIAN MOUNTAIN DESTINATIONS

Adina Nicoleta Candrea, Cristinel Constantin, Ana Ispas, Nicolae Marinescu*

Transilvania University of Brasov, 29 Bd. Eroilor, 500036, Brasov, Romania

Abstract

The main purpose of this research is to outline a profile of the environmentally friendly tourist in a Romanian mountain destination. Using quantitative research the paper investigates tourists' environmental awareness, their eco-friendly intentions and their demographic and travel characteristics. The analysis is based on 331 observations collected in the most important Romanian mountain resort, namely Poiana Brasov. The research findings have allowed us to create a profile of the environmentally friendly tourist. This information could be a useful tool for the environmentally responsible management and the sustainable development of mountain destinations.

Key words: environmental awareness, environmentally friendly tourist, sustainable development

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* Author to whom all correspondence should be addressed: e-mail: marinescu@unitbv.ro