

## RESEARCH REGARDING HIGHLIGHTING THE PREFERENCES OF TOURISM CONSUMERS. CASE STUDY TRASTEVERE AREA

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**Abstract:** Trastevere is one of the most beautiful areas of Rome. The area attracted over time artists, personalities and is a charming place to explore, far from the agglomeration of the center of Rome. The purpose of this research is to highlight an exceptional tourist area, namely the Trastevere area from Italy, exemplifying and describing for this purpose a series of resources significant to the area, and at the same time carrying out a relevant analysis of these resources, starting from tourists opinion regarding tourist sites.

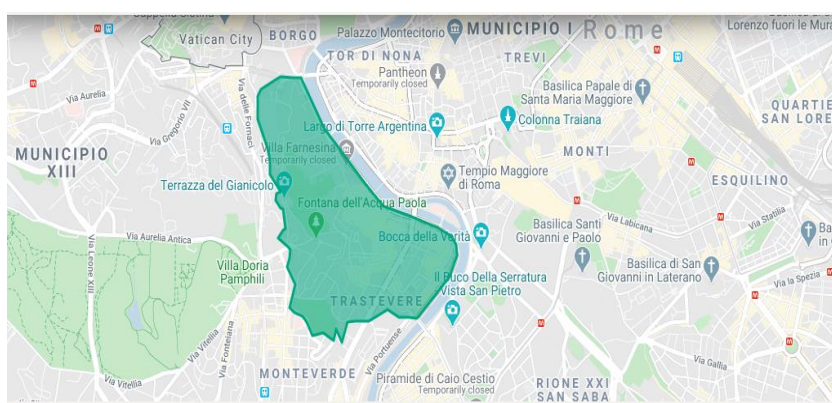
**Key words:** consumer preferences, tourism resources, Trastevere

### INTRODUCTION

The main megatrends registered in the field of tourism, up to now and which will be amplified are in terms of tourism demand and supply. The following can be mentioned:[13,6].

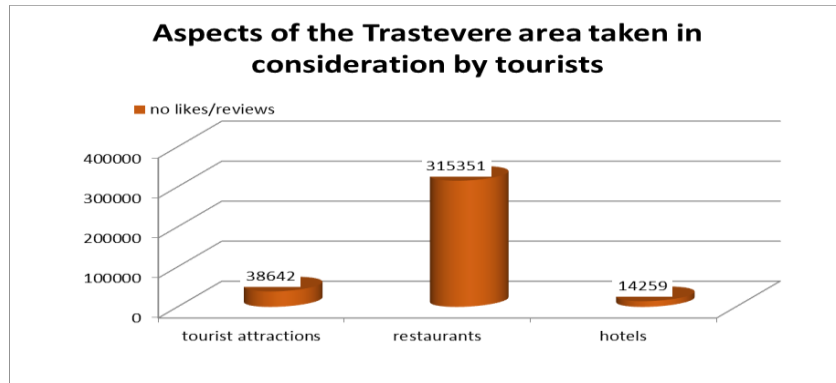
The European tourism industry will face the increasing competition, both from within and outside the region. A whole series of factors compete for this situation (economic and financial competition, political factors, social and demographic changes, technological innovations, etc.) including the promotional activities of competing regions.

Trastevere is one of the bohemian districts of Rome, with a special picturesqueness and charm, being representative in the eyes of tourists due to the many tourist resources at its disposal.



**Figure 1. Geographical delimitation of the Trastevere area**

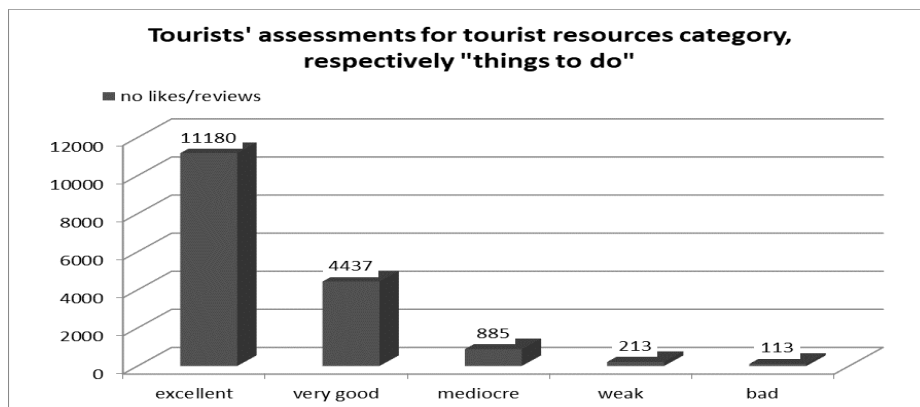
In order to highlight the analysis undertaken on this area, we took into account one of the most representative tourist sites, namely [www.tripadvisor.com](http://www.tripadvisor.com).



**Figure 2. Aspects of the Trastevere area taken in consideration by tourists**

At the level of 2022, the year of our research, on the site considered as the basis of the research, in general, 221 tourist attractions are taken into account, with 38,642 reviews, 477 restaurants, with a number of 315,351 reviews, 31 hotels, which were appreciated by 14,259 tourists, in total registering a number of 384,225 reviews and opinions.[14]

Regarding the category of tourist resources, namely "things to do", on the website www.tripadvisor.com, we find a number of 16,828 reviews, more than 70% of which are excellent. However, there are also some bad and weak reviews, 326 in number.[14]



**Figure 3. Tourists' assessments for tourist resources category, respectively "things to do"**

In the opinion of tourists, Trastevere can mean an adventure in Rome of the last century, having of course important places to see:

- among them are the churches;
- the food from Trastevere is another reason to spend time here;
- the small and narrow streets are very charming, being one of the best restaurant districts from Rome.[1,2,4,5,8,9]

### MATERIALS AND METHODS

The research directions undertaken in order to achieve the established objective refer to:

- Presentation of tourist opportunities within the Trastevere area;
- Highlighting the tourist attractions from Trastevere area considered by tourists to be representative.

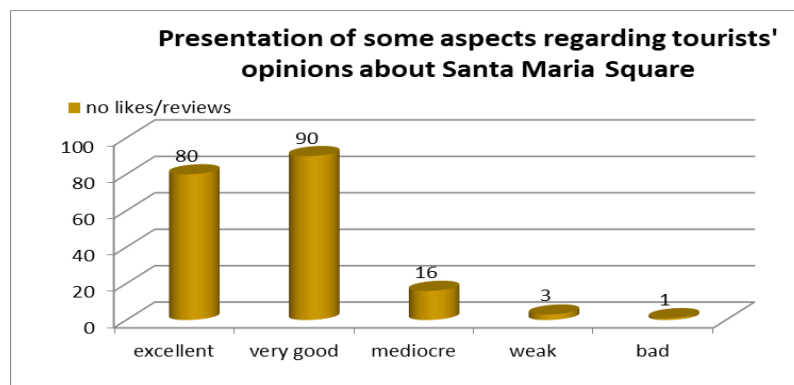
As a study method was used the case study method.[12]

## RESEARCH RESULTS

### *Presentation of some aspects regarding tourists' opinions about Santa Maria Square*

One of the most representative tourist attractions, and at the same time the first one taken into account in this research, is Santa Maria Square, a location which in turn includes several tourist attractions:

- Basilica di Santa Maria from Trastevere, built 350AD and considered one of the most beautiful churches in Rome;
- next to the church is the Palazzo San Callisto, built in the 14th century;
- on the right side of the church is La Casa dei Canonici, built in 828 by Gregory IV and completely restored in the 17th century;
- Palazzo Cavalieri/Palazzo Leopardi, built in the 16th century. At the beginning of the 19th century, it became Pia Casa del Rifugio, this was a refuge after women served their prison sentences at St Michael's prison;
- The Fontana di Piazza Santa Maria from Trastevere is considered the oldest monumental fountain from Rome and was documented in 1471. It has been restored many times. Today's fountain is largely the work of Bernini in 1659 and Carlo Fontana in 1692. It was completely rebuilt in 1873 using different materials but retaining the 1692 design. [3]



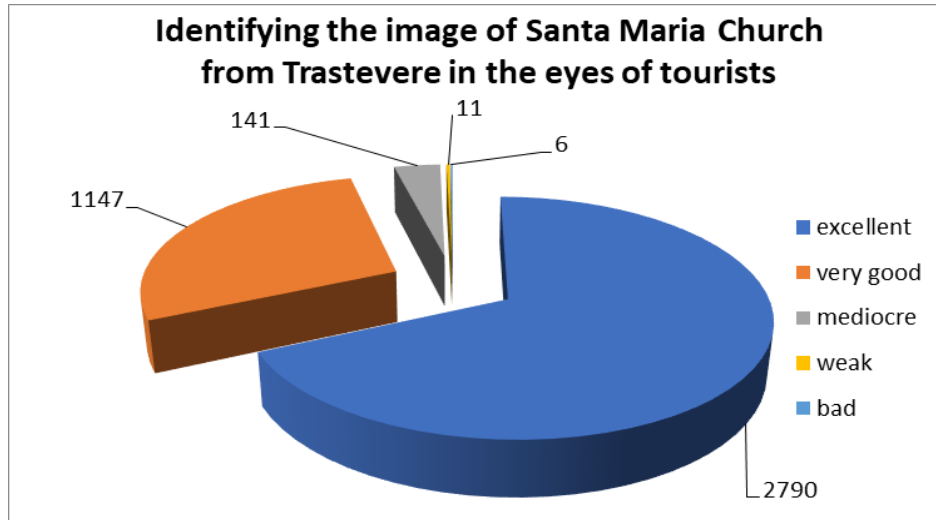
**Figure 4. Presentation of some aspects regarding tourists' opinions about Santa Maria Square**



At the level of 2022, on the site considered as the basis of the research, in general, 190 appreciations of tourists are taken into account, regarding the mentioned tourist objective, only 10% being weak or bad, the remaining 90% being excellent and very good reviews.

### *Identifying the image of the Santa Maria Church from Trastevere in the eyes of tourists*

One of the oldest churches from Rome, the Santa Maria Church from Trastevere is a basilica with absolutely amazing architecture, a place to reflect and admire the major beauty of the paintings and mosaics. [7,8]



**Figure 5. Identifying the image of Santa Maria Church from Trastevere in the eyes of tourists**



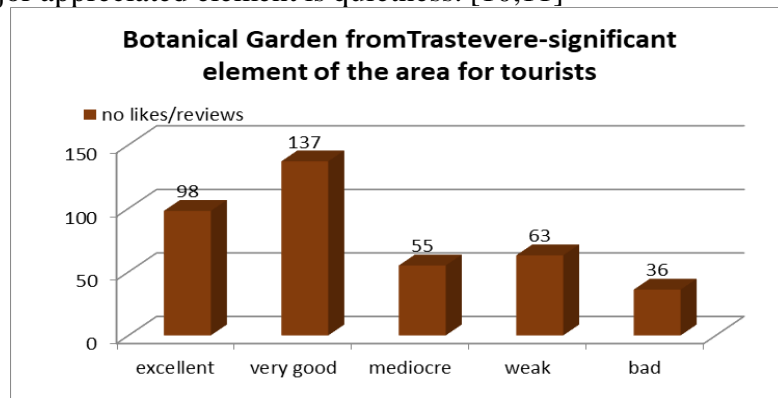
On the website taken into account to identify tourists' opinions, we find a number of 4095 reviews, 3.85% being average, poor or bad reviews, the remaining 96.15% being reviews from the category "excellent and very good".

It is certain that, in the eyes of tourists, the Santa Maria Church from Trastevere is one of the most magnificent churches from Rome, impressing with its marble floors, amazing mosaics, carved and gilded ceiling. [14,15]

***The Botanical Garden from Trastevere-significant element for tourists***

The Botanical Garden from Trastevere can be considered a welcome respite for tourist groups, a real gem, with several distinct areas to explore: the palm garden, the bamboo, the medicinal plants, the cactus garden, etc., complemented by the very beautiful view of the city.[15]

Tourists believe that they do not capitalize well enough on their strengths. The garden is one of the world's botanical gardens, it try to protect some species, but this is not highlighted for tourists, the French greenhouse is magnificent, but unfortunately not accessible, the bamboo collection is well seen by tourists, the carnivorous plants are diverse and very well presented, which is both a difficult thing to do, and rarely achieved, overall the major appreciated element is quietness. [10,11]



**Figure 6. Botanical Garden from Trastevere-significant element of the area for tourists**

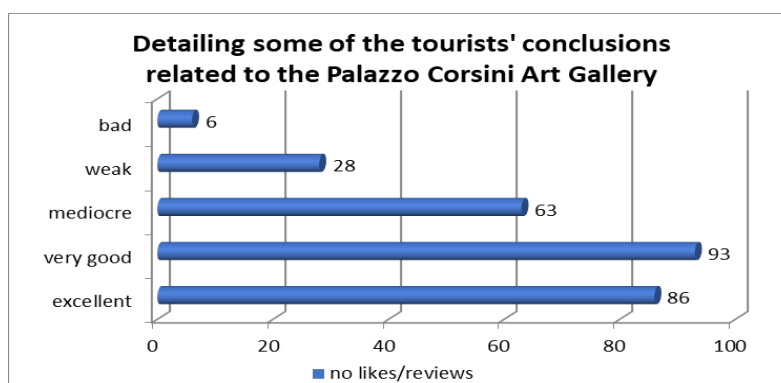


Overall, the tourists scored both the strong points and the weak points, as a whole out of the 389 reviews, 235 being from the "excellent and very good" category, but there is a fairly large number, 154, of average, weak or bad, 39.58% of the total appreciations.

***Detailing some conclusions of tourists related to the Palazzo Corsini Art Gallery***

The Corsini Palace itself, the location of the Corsini Gallery, is located across the street from Vila Farnesina, and is considered beautiful in the eyes of tourists. The attraction of the Palace is the library, located on the second floor, covering a large area, 6 or 7 rooms, tourists find it fascinating to see printed books that were over 500 years old, hence Leonardo's books being the focus. The Corsini Palace, a hidden gem of Rome, houses quite an impressive art collection, with representative exhibits such as Caravaggio's 'Saint John the Baptist', paintings by Guido Reni, Jacopo Bassano.

The palace also attracts with its phenomenal decoration, with stunning marble staircases, floors, walls and columns. The walls are loaded with treasured paintings and the frescoes are beautiful.



**Figure 7. Detailing some of the tourists' conclusions related to the Palazzo Corsini Art Gallery**



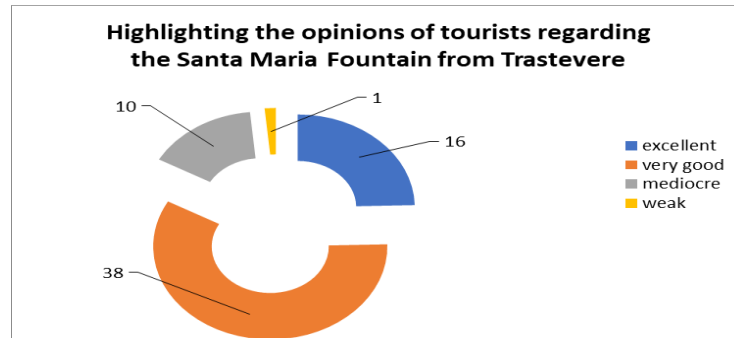
The Palace's fine selection of excellent art is favorably appreciated by 179 tourists, out of the 276 reviews posted. The remaining 97 are reviews from the "average, poor and bad" category.

***Highlighting the opinions of tourists regarding the tourist attractions from "various monuments" category***

- The Santa Maria fountain from Trastevere is located in the square in front of the basilica with the same name, being considered the oldest fountain from Rome, being an achievement of Donato Bramante. It was placed in the square, at the opposite end of the church, on the occasion of the jubilee of Pope Nicholas V in 1450, then it was moved to its current position on the set of Gian Lorenzo Bernini in 1658, with the intervention of Carlo Fontana, being surrounded by typical buildings old and a magnificent basilica.



On the website considered as the basis of the research, 65 appreciations are taken into account, 54 being from the "excellent and very good" category.

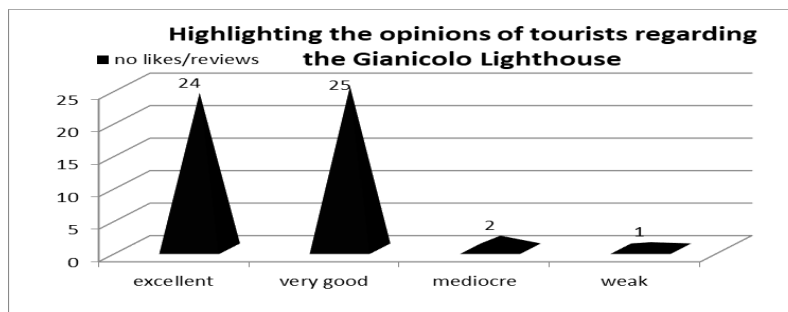


**Figure 8. Highlighting the opinions of tourists regarding the Santa Maria Fountain from Trastevere**

- *The Gianicolo Lighthouse* offers a panoramic, unobstructed view of the city and is located on the Janiculum, which is the second highest hill on the western side of Rome. This tourist attraction is representative in the eyes of tourists for walks, quiet here being the Gianicolo park, but also for an excellent view of Rome, near Trastevere (Via Garibaldi).



Overall, the tourists scored both the strong points and the weak points, overall, out of the 52 appreciations, 49 were from the "excellent and very good" category and only 3 from the "average and weak" category.

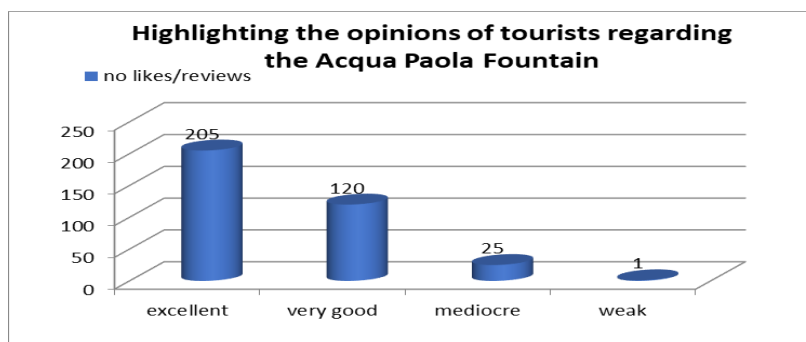


**Figure 9. Highlighting the opinions of tourists regarding the Gianicolo Lighthouse**

- *Acqua Paola fountain*. It is called Fontana dell'Aqua Paola because Pope Paul (Paolo) V, in 1612, wanted to restore the Trajan Aqueduct, a 2nd century aqueduct built in 109 AD, 57 km long, which supplied water from Lake Bracciano to the neighborhood of Trastevere and its inhabitants.



The monumental fountain was inspired by the "Fontana dell'Acqua Felice", with the gigantic statue of Moses, built in 1585, according to the custom of the time, it consisted of five basins, three larger and two smaller, which pour abundant water into a large marble pool, which was later added by Carlo Fontana in 1690. It is a part of the Janiculum hill, it is a "must stop" point, the amazing view of Rome being an asset.



**Figure 10. Highlighting the opinions of tourists regarding the Acqua Paola Fountain**

For this objective, on the website considered as the basis of the research, in general, 351 reviews are considered, 325 being from the "excellent and very good" category.

## CONCLUSIONS

At the level of 2022, the year of the undertaking of our research, on the site considered as the basis of the research, in general, 221 tourist attractions are taken into account, with 38,642 reviews, 477 restaurants, with a number of 315,351 reviews, 31 hotels, which were appreciated by 14,259 tourists, in total registering a number of 384,225 reviews and opinions. Regarding the category of tourist resources, namely "things to do", on the website we find a number of 16,828 reviews, more than 70% of which are excellent. However, there are also some bad and weak reviews, 326 in number. In the opinion of tourists, Trastevere can mean an adventure in the Roman Rome of the last century, having of course important places to see:

- churches;
- the food;
- the streets with some of the best restaurant from Rome.

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