CONSUMERS' ATTITUDES TOWARDS A TOURIST DESTINATION. PRE-TESTING PHASE IN THE CASE OF CLUJ COUNTY, ROMANIA

ATITUDINILE CONSUMATORILOR FATA DE O DESTINATIE TURISTICA. FAZA DE PRETESTARE IN CAZUL JUDETULUI CLUJ, ROMANIA

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Abstract: *The aim of this article is to present the pre-testing phase of the attitude research conducted in the case of Cluj County, Romania, as a tourist destination. The questionnary applied contains 27 questions concerning tourists attitudes, habits and satisfaction and was available in Romanian, English, French, German and Hungarian, corresponding to the main identified market segments. It was applied on January-February 2011 on a sample of 33 tourists visiting the county of Cluj. In this paper we present the survey and the results of the correlation between Purpose of visit – study and Occupation. The results of the attitude research are relevant for the Destination Marketing decisions.*

Key words*: tourist destination, attitudes, destination marketing, tourism.*

INTRODUCTION

We will start by referring to the subject and the object of study of the research (the design of the research). (Orange, 2008) Regarding the subject, we have an attitudinal research. The object or the field of study is a tourist destination, the county of Cluj, which is a strategic alliance characterized by the existence of a multiplicity of interests. (Martini 2002) Synthetically, the actors who act in a tourist destination are: supply (accommodation, business, sport, transport), demand (differentiated according to place of origin, segmentation, knowledge areas, desires, expectations, attitudes), the local community (involved directly, indirectly or not involved) and local authorities (who deal with destination management, direct services,

infrastructure, promoting tourism, and possibilities of governance). (Martini, 2002)

MATERIALS AND METHODS

The data used in research come from the following sources: National Istitute for Statistics, Cluj-Napoca Travel Service, quantitative and qualitative data collected by questionnaires and interviews, analysis, articles and research, according to the bibliography.

In the survey, which was applied to consumers to determine the important attributes of the destination, it was used the multi-attribute method of M. Fishbein. It was also designed to incorporate some elements of the tourist destination image for Cluj; it also includes questions about tourists attitudes towards a unique site for promoting the destination, the attitude towards traditional products and sustainable tourism.

RESULTS AND DISCUSSIONS

The survey carried out is intended to determine the attitudes and characteristics of tourists from Cluj county as a tourist destination. The population studied is formed by the tourists who visit the county of Cluj, at a level rated by 344,000 tourists per year (INS, 2009). The statistics unit is the tourist visiting or having visited Cluj county. From the point of view of the type of survey we are dealing with a random statistical survey, with conventional sampling. The sample analyzed was determined at a level of 220 respondents, and for the pre-testing phase at 30 respondents. The segmentation performed in the phase of diagnostic of the field was taken into account, based on the country of origin; in this paper we present some results of the pre-testing phase. Following the coding of variables, a total of 191 variables were determined.

The questionnaire (Henault, 2009) contains 27 questions and is organized into five pages, being available in Romanian, English, French, German and Hungarian, according to the market segments identified in the previous phase of the research.

The pre-test survey was conducted in Cluj Napoca, on 33 tourists who visited the county of Cluj in January and February 2011. For the full study, the confidence interval (confidence interval, CI) is estimated at 95%. Of 33 questionnaires, only 30 (90.90%), have been used in the analysis because three questionnaires were only partially completed. The average age of the sample is 37 years and the standard deviation SD = 14.19. We will present the result of a bivariate analysis of data with SPSS. We tested a potential link between the variables *Purpose of visit – study* and *Occupation*. Both variables are nominal and we found that they are correlated statistically, as reflected in Tables 1 and 2.

Table 1

Bivariate analysis for: Purpose of visit – study and Occupation

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,000[a]	2	,011
Likelihood Ratio	12,365	2	,002
Linear-by-Linear Association	7,717	1	,005
N of Valid Cases	9		

Data source: own elaboration with SPSS

The analysis of the statistical test Chi^2 (= 0.11 <0.005, as a consequence the null hypothesis that between the two variables there is no connection is rejected) leads to the conclusion that between the two variables *Purpose of visit – study* and *Occupation* there is a link; also the value returned by the Sig test is lower than critical acceptance of the null hypothesis, 0.05.

Table 2

Contingency coeficient Pearson value for the bivariate analysis between Purpose of visit – study and Occupation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	,707	,011
N of Valid Cases		9	

Data source: own elaboration with SPSS

In conclusion, the null hypothesis is rejected and we infer that the two variables, *Purpose of visit – study* and *Occupation* are correlated. The same fact is supported by the value of the contingency coefficient, significantly different from 0 (0.707).

CONCLUSIONS

The research results, including the correlation between the *Purpose of visit – study* and *Occupation* are essential for planning Cluj county destination marketing communication strategies, to develop new touristic products, for repositioning the existing products (Loudon and Della Bitta, 1993) and to predict the overall behavior of consumers toward certain touristic products.

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