FACTORS OF THE THEORY OF PLANNED BEHAVIOUR IN THE CASE OF CLUJ COUNTY AS TOURIST DESTINATION - PRE-TESTING PHASE

FACTORI AI TEORIEI COMPORTAMENTULUI PLANIFICAT IN CAZUL JUDEȚULUI CLUJ CA DESTINAȚIE TURISTICĂ - FAZA DE PRETESTARE

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Abstract: *We present the results of the determination of the factors of the Theory of Planned Behaviour in the case of Cluj County as a tourist destination. Along with the classical factors, as an element of originality, the Past Experience was found relevant. This factor was measured not only with the destination itself, but also with the destinations above in the hierarchy of destinations: Transylvania, Romania and Eeastern Europe. The intention to return to visit the destination was found relevant for a perioud of 3-5 days. The results are usefull for the decision making factors in tourism for Cluj County.*

Key words*: theory of planned behaviour, tourism, destination, pre-testing.*

INTRODUCTION

The present study presents the results of the determination of the factors influencing the tourists behavior towards Cluj, Romania, as a tourist destination, with origins in the Theory of Planned Behaviour, which is a theory of rational/reasoned behavior. (Fishbein, Ajzen, 1975)

MATERIALS AND METHODS

The data used in research come from the following sources: quantitative and qualitative data collected by questionnaires, interviews and analysis performed in Cluj Conty, Romania between 2008-2011.

RESULTS AND DISCUSSIONS

The factors were determined after pre-testing phase, using a questionnaire with 27 questions, which was applied to consumers in the perioud January-February 2011. The classical factors of The TPB were determined (General Attitude, Subjective Norm, Percieved Behaviour Control). Subsequently, as a supplementary factor, the Past Experience (quantity and frequence) (Lam, 2005) was identified as relevant for the Behavioural Intention in the case of Cluj county, adding, as an original approach, the Past Experience with the destinations above, from the point of view of Destination Hierarchy (Martini 2002): Transylvanya, Romania and South Europe.

We also present the results of the analyze for the factor: *Intention to return in Cluj County during the next year*; it was measured by two questions afost 24 and 27 (control question). We note that 53.3% of respondents are in the *Totally agree* and *Agree* categories, which shows the intention of returning in Cluj county.

Table 1

The intention to come back to visit Cluj during the following year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	5	16,7	16,7	16,7
	Disagree	9	30,0	30,0	46,7
	Agree	10	33,3	33,3	80,0
	Totally agree	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

Data source: own ellaboration, SPSS, 2011

CONCLUSIONS

The comparison of equality between the two variables measured by q. 24 and 27, leads to the conclusion that the questions were correctly formulated. The intention of returning (from the general question 27, with 53% positive results) is expressed predominantly (as reported in question 12) for a stay of 3-5 days (43% Strongly intent).

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