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TOURISM DESTINATION IMAGE OF THE ALBA IULIA FORTRESS

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Abstract: The objective of this research paper is to explore the tourism destination image of the Alba Iulia Fortress, the largest fortress in Romania. The fortress serves as a locale where tourists can immerse themselves in a medieval ambiance. It is situated in the heart of Transylvania and stands as the most significant monument with Baroque elements in the province. Over recent years, Alba Carolina Fortress has undergone substantial transformations, progressively gaining prominence in European tourism. This site frequently hosts diverse cultural activities that continue to attract a growing number of tourists.

• Introduction

Alba Carolina Fortress is a place rich in history, captivating both local and international tourists. Serving as a space where visitors can gain diverse and unforgettable touristic and cultural experiences.

The motivation underlying the research endeavour is to ascertain the opinions of tourists regarding this tourist destination.

• Material and method

A structured questionnaire served as the primary tool for the quantitative analysis employed in the research. The questionnaire covers variables such as demographic information, perceived strengths and weaknesses, and overall satisfaction. The collected data underwent statistical analysis to unveil key insights into the tourism destination image.



Fig. 1: Aerial view of the Alba Iulia Carolina Fortress.

• Results and discussions

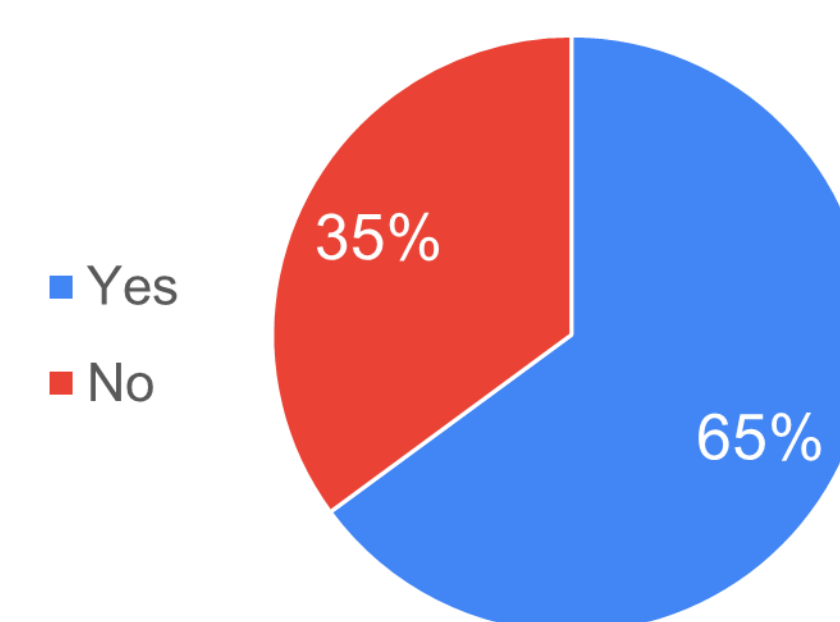


Fig. 2: Previous visitation of the Alba Iulia Fortress

65% of respondents have visited the Fortress before, whereas the remaining 35% have not.

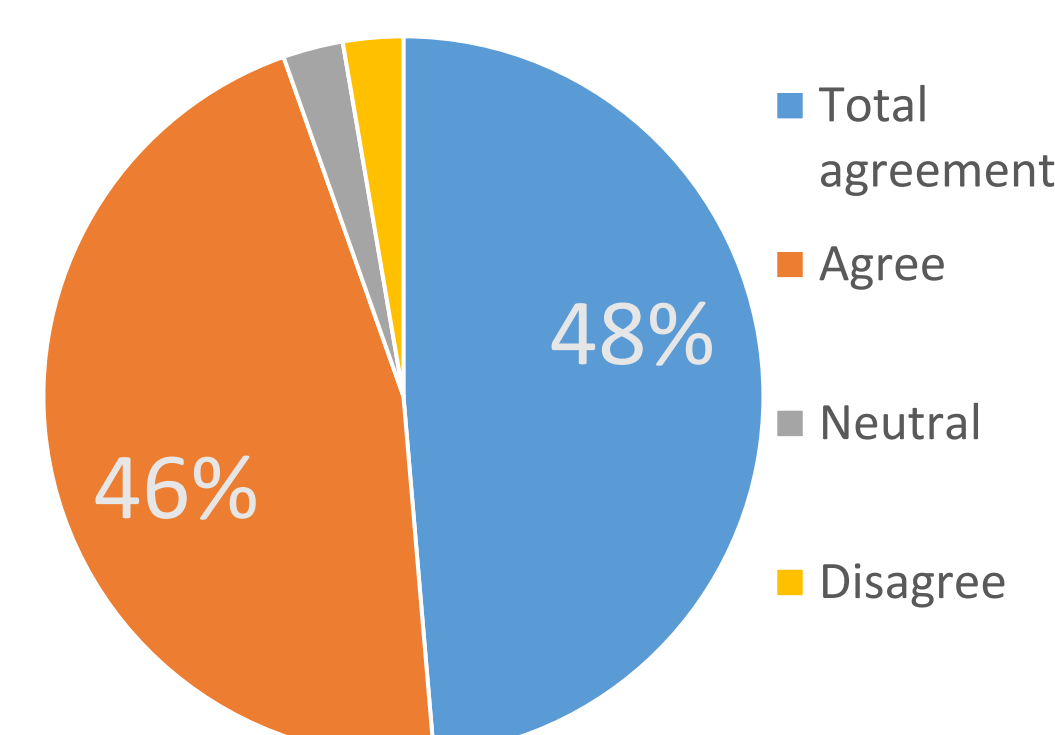


Fig. 3: Agreement with the statement: „Alba Iulia Fortress is a safe place.

48% of respondents highly agree with the statement that the Alba Iulia Fortress is a safe space, 46% are in agreement.

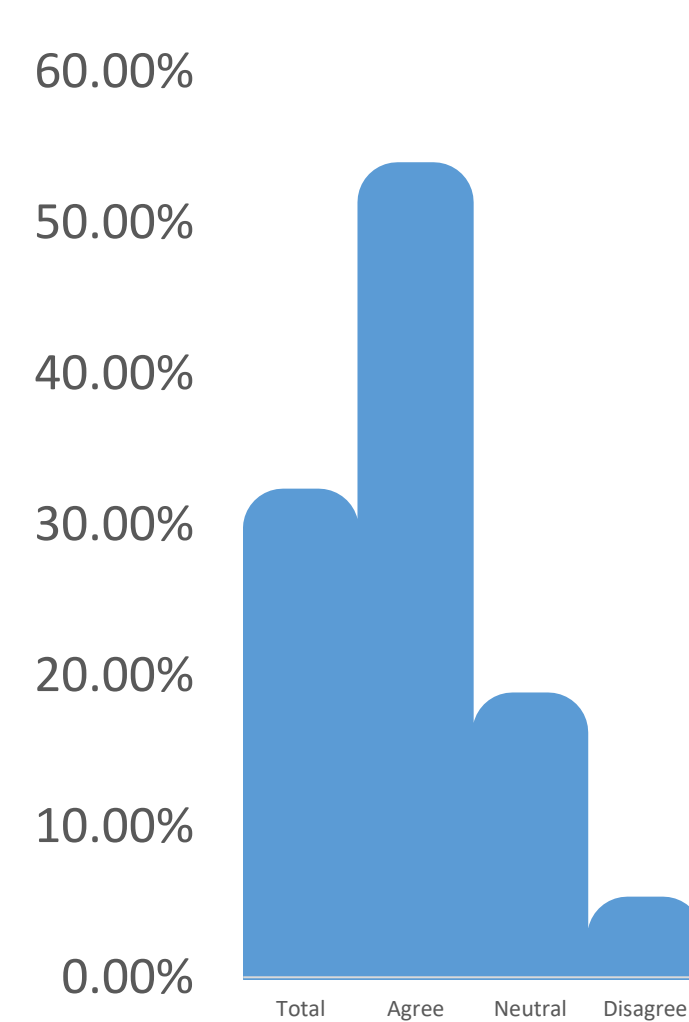


Fig.4: Agreement with the statement: „Alba Iulia Fortress provides high quality dining options.”

Regarding dining options, 52% of respondents express agreement, 30% report strong agreement, 16% remain neutral, and 3% disagree.

• Conclusions

In conclusion, the survey findings reveal varying degrees of positive sentiments, highlighting favorable perceptions of the fortress visitation history and dining options.