



21-22 November 2024

TOURISTS SATISFACTION FOR THE PRAID SALT MINE

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Abstract: The Praid Salt Mine, a prominent subterranean tourist destination in Romania, attracts visitors globally due to its unique geological features and therapeutic microclimate. This study evaluates tourist satisfaction at the Praid Salt Mine to identify factors that enhance or detract from the visitor experience. Data were collected through surveys administered to tourists. The findings indicate high overall satisfaction, particularly with the mine's natural beauty and the health benefits of speleotherapy. The study recommends strategic enhancements in infrastructure, service quality, and informational resources to improve visitor satisfaction further. These insights aim to assist management in developing targeted strategies to elevate the Praid Salt Mine's appeal and ensure sustainable tourism growth.

• Introduction

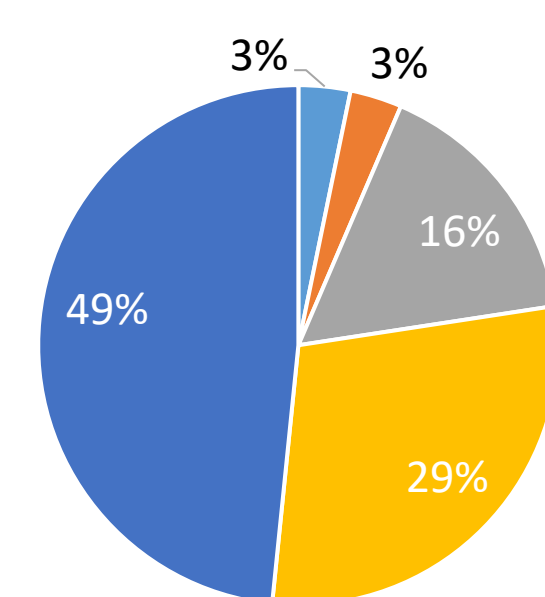
The Praid Salt Mine, located in Harghita County, Romania, exemplifies a subterranean tourist destination that has garnered international attention. Renowned for its unique geological formations and therapeutic microclimate, the mine offers visitors an opportunity to explore natural salt caverns while benefiting from speleotherapy—a treatment involving the inhalation of salt-infused air to alleviate respiratory ailments. The mine's combination of natural beauty and health benefits positions it as a unique tourist attraction.

Due to its popularity, there is a continual need to assess and improve the visitor experience at the Praid Salt Mine. Tourist satisfaction studies are essential tools for identifying strengths and weaknesses from the visitor's perspective. Such evaluations can highlight areas where the mine excels, such as its natural allure and health offerings, and pinpoint aspects requiring enhancement, including infrastructure, service quality, and informational resources. This study evaluates tourist satisfaction at the Praid Salt Mine to identify factors that enhance or detract from the visitor experience. By collecting data through surveys administered to tourists, the research seeks to provide a comprehensive understanding of visitor perceptions and expectations. The findings will offer valuable insights for the mine's management, aiding in developing targeted strategies to elevate the attraction's appeal and promote sustainable tourism growth.

Material and method

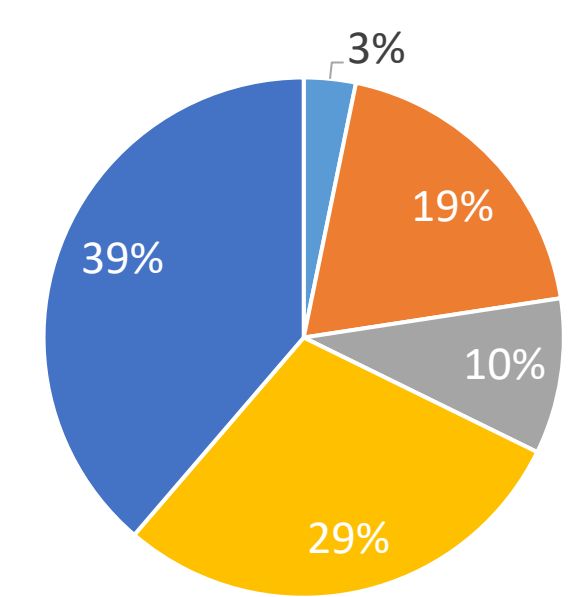
This study adopted a quantitative research approach to evaluate tourist satisfaction at the Praid Salt Mine. A structured survey methodology was employed to collect primary data directly from visitors. The focus was on identifying key factors that influence the overall visitor experience, both positively and negatively. Participants were informed about the study's purpose and assured of the confidentiality and anonymity of their responses. Participation was entirely voluntary, and no incentives were provided.

• Results and discussions



Very unsatisfied Unsatisfied
Neutral Satisfied
Very satisfied

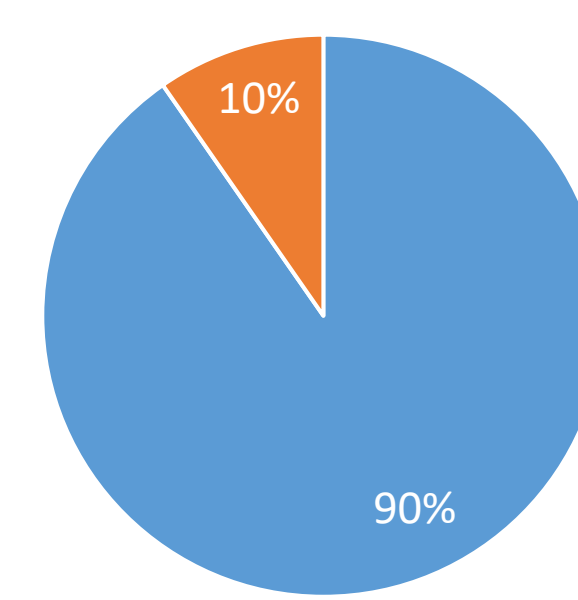
Figure 1. Satisfaction for activities



Very unsatisfied Unsatisfied
Neutral Satisfied
Very satisfied

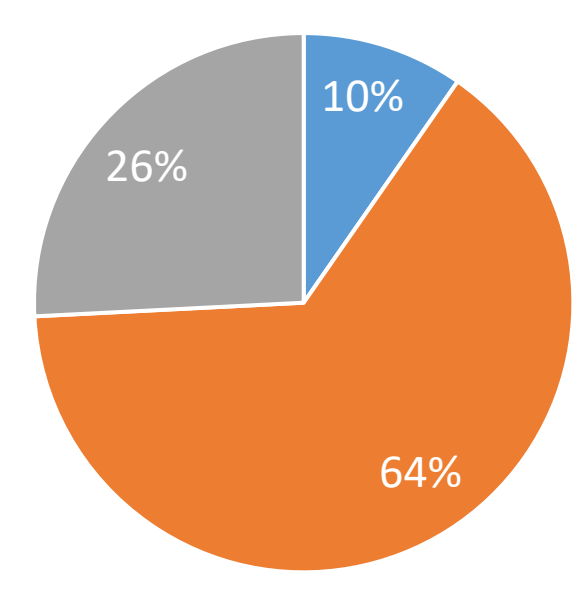
Figure 2. Satisfaction for prices

The chart shows that 78% of visitors to the Praid Salt Mine are satisfied or very satisfied with its entertainment and activities, while 16% are neutral and a small minority are unsatisfied. Overall satisfaction is high, with room for improvement to engage neutral and less satisfied visitors. Overall, 68% of respondents (satisfied and very satisfied) view the pricing positively, indicating general acceptance. The combined 22% of neutral or unsatisfied respondents suggests a need to review pricing or communicate the value of the experience more effectively.



Yes No

Figure 3. Revisiting intention



Social networks Friends Family

Figure 4. Comparison with other objectives

The strong revisitation intention reflects the mine's ability to create memorable experiences and maintain visitor loyalty. Personal recommendations from friends and family dominate as the main sources of information about the Praid Salt Mine, accounting for 90% of the total. The relatively low impact of social networks suggests an opportunity to enhance the mine's online presence.

Conclusions

The Praid Salt Mine is highly rated, with satisfied visitors and strong revisit intentions. Improving its digital presence and addressing minor issues can enhance growth.