



21-22 November 2024

## TOURISTS SATISFACTION FOR THE TURDA SALT MINE

TODORESCU PETRONELA-MANUELA<sup>1</sup>, JIVAN ROXANA<sup>1</sup>, IUGA FLORINA<sup>1</sup>, PET  
ELENA<sup>1</sup>, GORDAN MARIUS-IONUȚ<sup>1</sup>

<sup>1</sup>University of Life Sciences "King Mihai I" from Timișoara, Faculty of Management and  
Rural Tourism, Romania

**Abstract:** This study examines tourist satisfaction at the Turda Salt Mine, a prominent attraction in Romania known for its unique underground amusement park and historical significance. Utilizing a quantitative approach, the research analyzes visitor feedback to assess satisfaction levels across various aspects, including accessibility, cleanliness, guided tours, and overall experience. Findings indicate high satisfaction with the mine's distinctive features and recreational offerings, such as the underground Ferris wheel and boating on the subterranean lake.

### • Introduction

The Turda Salt Mine, located in Transylvania, Romania, exemplifies a successful transformation of an industrial site into a major tourist attraction. Originally established in the 17th century for salt extraction, the mine ceased commercial operations in the early 20th century. Recognizing its historical and cultural value, local authorities initiated a comprehensive restoration project, reopening the mine in 1992 as a tourist destination. Further renovations in 2008 expanded its offerings, integrating modern recreational facilities with the mine's historical ambiance.

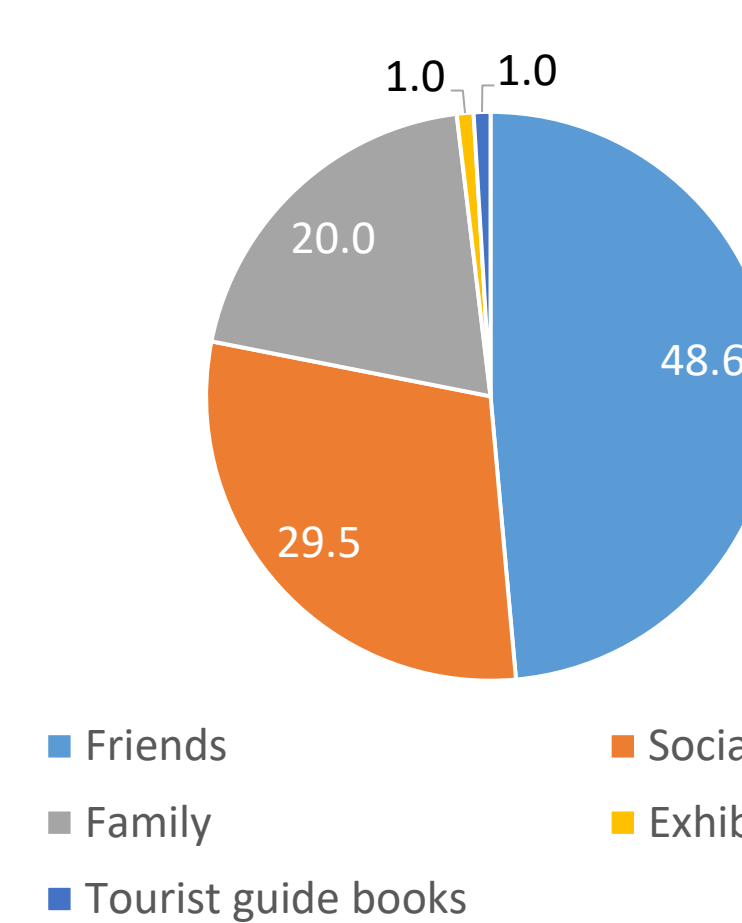
Today, the Turda Salt Mine is renowned for its unique underground amusement park, featuring attractions such as an underground Ferris wheel, mini-golf courses, bowling alleys, and boating on a subterranean lake. These features, set against the backdrop of the mine's cavernous chambers and salt formations, create a distinctive visitor experience that blends history, leisure, and wellness—the saline air is also touted for its therapeutic properties.

Despite its growing popularity, there is a relative scarcity of empirical research focusing on visitor satisfaction at the Turda Salt Mine. Understanding tourists' perceptions is crucial for several reasons. It aids in identifying the strengths and weaknesses of the attraction, informs strategic planning and resource allocation, and enhances marketing efforts by highlighting aspects that resonate most with visitors.

### Material and method

This study aims to fill the research gap regarding this tourist destination by examining tourist satisfaction levels at the Turda Salt Mine across various dimensions, including accessibility, cleanliness, the quality of guided tours, and overall experience. Utilizing a quantitative research approach, the study analyzes feedback from visitors to assess their satisfaction and provide actionable insights for improving service quality. The findings are expected to contribute to the existing body of knowledge on tourist satisfaction in heritage and underground attractions, offering practical recommendations for the Turda Salt Mine and similar destinations worldwide.

### • Results and discussions



■ Friends  
■ Social networks  
■ Family  
■ Tourist guide books  
■ Exhibits

Figure 1. Sources of information

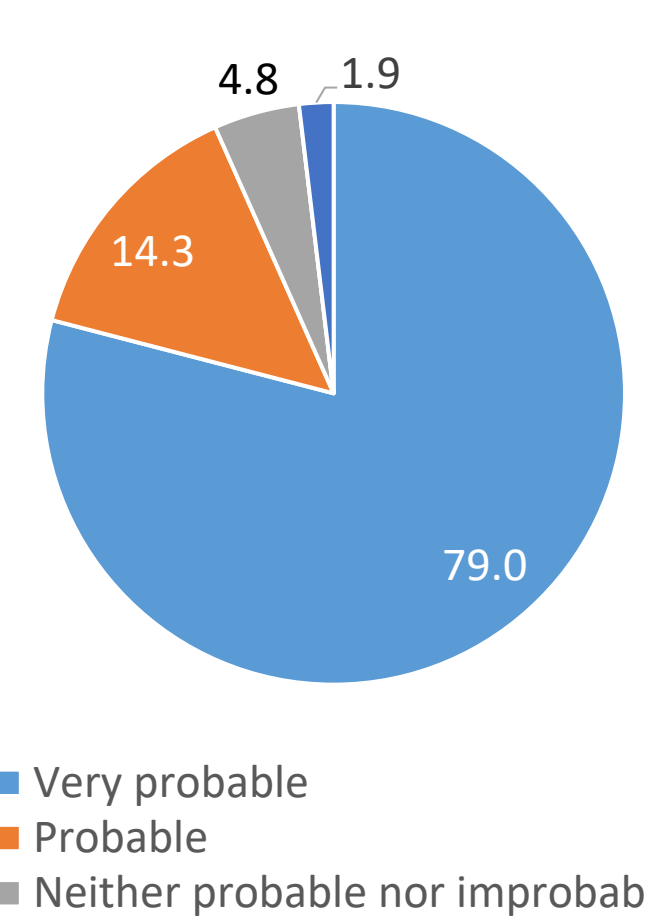


Figure 2. Likelihood to recommend

Figure 1 shows that most people rely on friends (48.6%) and social networks (29.5%) for tourism information regarding the Turda Salt Mine, highlighting the importance of personal recommendations and digital platforms. Family (20%) also plays a notable role, while tourist guidebooks and exhibits have minimal influence. Figure 2 indicates overwhelmingly positive experiences associated with the touristic objective, with 93.3% of respondents either "very probable" or "probable" to recommend the Turda Salt Mine. Negative responses are negligible, demonstrating high satisfaction with the experience.

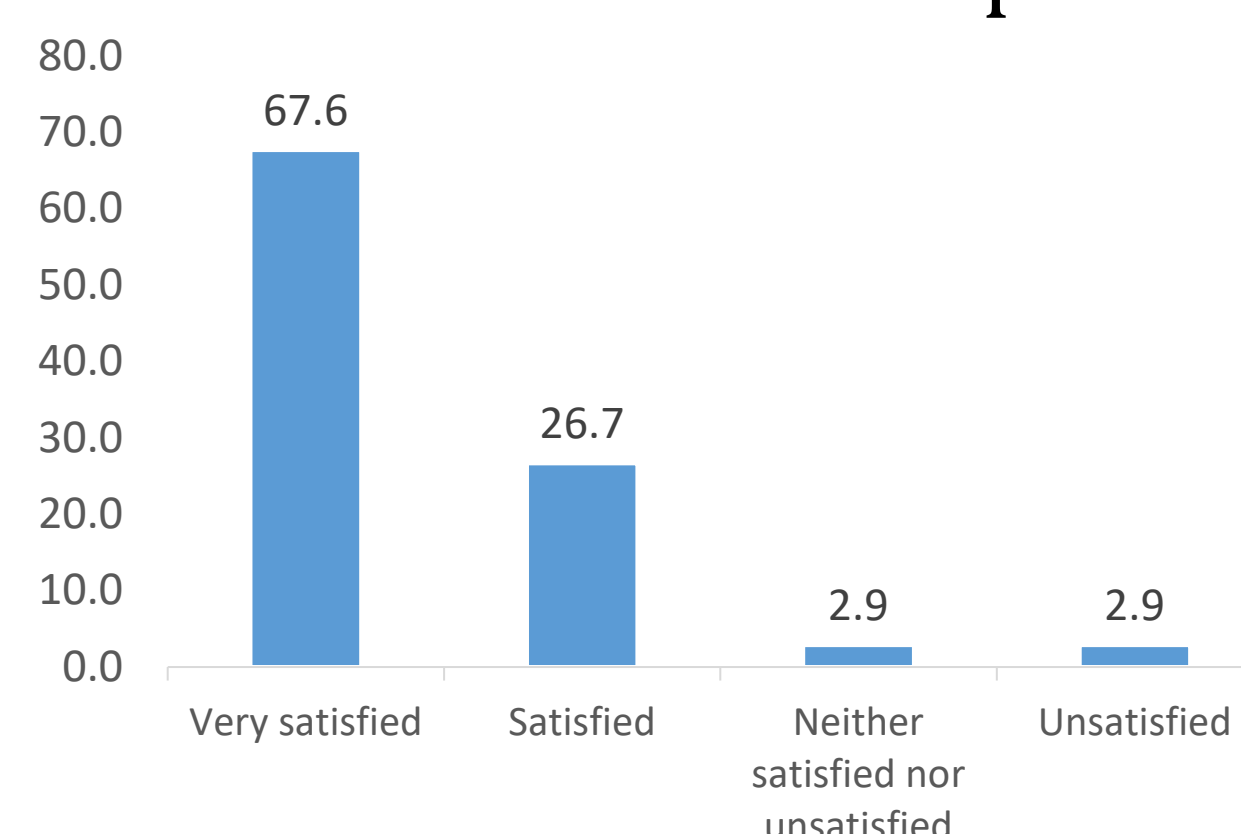


Figure 3. Satisfaction for recreation

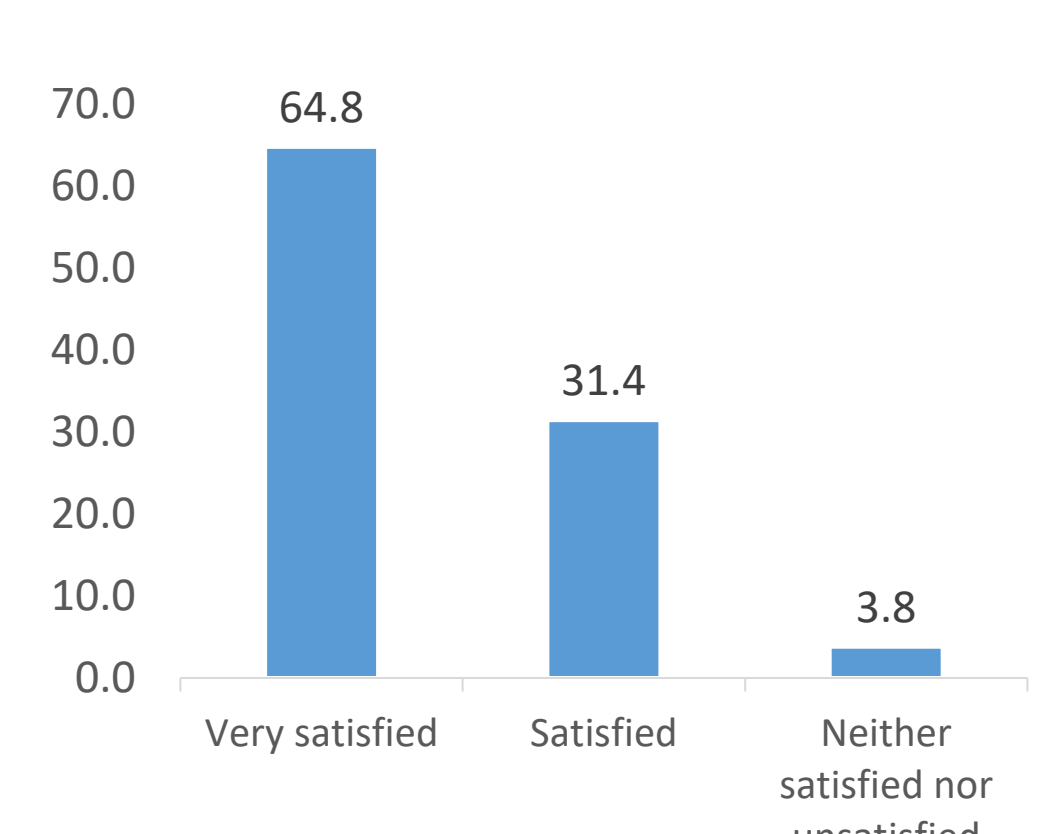


Figure 4. Satisfaction for cleanliness

Figure 3 and 4 indicate high satisfaction with the Turda Salt Mine, with 94.3% satisfied with recreational activities and 96.2% satisfied with cleanliness. Most respondents were "very satisfied" (67.6% for activities and 64.8% for cleanliness). Neutral and dissatisfied responses were minimal, emphasizing overall positive visitor experiences and cleanliness as a key strength.

### • Conclusions

The Turda Salt Mine delivers an exceptional visitor experience, with high satisfaction levels for recreational activities and cleanliness, with minimal dissatisfaction and a high likelihood of being recommended.