THE TOURIST ATTRACTIONS - FACTORS OF RURAL TOURISM DEVELOPMENT IN THE REGION CRISANA?

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Abstract

In this paper we try to show the perception of the main stakeholders on the rural tourism field on the importance of rural tourism attractions factor on the development of economic activities and to show as well the main factors of the development of rural tourism in order to establish priorities in the joint action of local people, entrepreneurs, tourists and local and national administrations. In many countries, the tourism industry fall within government priority. Tourism has been identified as one of the primary industries with potential to support local communities in developing economic diversity. Rural tourism has developed due to revenue growth (it is mostly discretionary income), due to increased leisure life and diversification motivations and desires of tourists. Tourism development is favored by improving infrastructure, historical monuments and architectural restoration and promotion of environmental conservation. Rural areas have a special attraction for tourists because of the distinct characteristics associated with mystical, cultural, historical, ethnic and geographical. For progress together with profit for those involved, it requires several components: attractions, investment, appropriate infrastructure, services and diversified hospitality promotion. To run this set of factors need to join entrepreneurs and public administrations. From the literature we can draw a number of necessary conditions for the development of rural tourism and a number of motivations for its support.

Key-words: rural tourism, Crisana, factors, development

Classification JEL: M21, R1

1. Introduction

In this paper we try to show as well the main factors of the development of rural tourism in order to establish priorities in the joint action of local people, entrepreneurs, tourists and local and national administrations.

Research work we made using a questionnaire to local public administration. This questionnaire has 38 questions, some lower, open questions and remaining closed questions. The main objective of the research work was to find out the difficulties and limitations of rural tourism development in the historical region Crisana.

I turned to the online version to save time and money. This option enables respondents to be relaxed and avoid some animosity between participant. This approach is suitable for local administration and specialists because they have a busy schedule, and the Internet allows them to answer the questionnaire when they have time and mood.

If respondents tourists or residents online application option and anonymity increase availability for bashful people.

Selecting respondents did it using messenger, social networking site www.facebook.com where we have created some groups. We appealed to people more educated in general education teachers in primary and secondary education to have some better answers. I got their addresses directly to their schools, calling the general education inspectorates of the four counties, Arad, Bihor, Hunedoara and Salaj, or by phone. Focus groups were driven asynchronous. Each respondent have information about our approach and by completing the online questionnaire responses were automatically managed in an account in www.docs.google.com.

The first contacts were accompanied by a welcome message, explaining the approach, objectives and ensuring the confidentiality of respondents. In the same message was sent the contact data, institution, phone number, e-mail address, ID for messenger, facebook address.

Tourism development is favored by improving infrastructure, historical monuments and architectural restoration and promotion of environmental conservation. For progress together with profit for those involved, it requires several components: attractions, investment, appropriate infrastructure, services and diversified hospitality promotion. To run this set of factors need to join entrepreneurs and public administrations. From the
literature we can draw a number of necessary conditions for the development of rural tourism and a number of motivations for its support.

To show the difficulties and limitations of rural tourism development in the region Crisana we conducted a questionnaire that addresses local government.

2. Materials and methods

To conduct this research have been through several successive stages interrelated as follows:

- Defining the research topic
- Setting researched population and territory in which the investigation
- The choice of research (depending on budget)
- Presentation of the hypothesis and research objectives
- Determining the sample size and its features
- Preparation of the questionnaire and the interviewers
- Making preliminary investigation and selection of interviewers
- Data collection by the questionnaire
- Processing, analysis and interpretation of data
- Conclusions

In this research, it was also used descriptive analysis of the variables and comparative analysis using Kruskal-Wallis H and Mann-Whitney U test.

Kruskal-Wallis H test. It is nonparametric equivalent ANOVA test. The Kruskall-Wallis test aims at comparing several independent samples when, as is the case of our research, the dependent variable is ordinal. The test is based on rank and hierarchy of data analysis. Scores are ranked from lowest to highest, ignoring the groups they belong to, and then calculate the sum of ranks for each of the groups. The question refers to how much respondents considered that are due to the development of rural tourism attractions in the region Crișana.

Respondents could answer one of the following: a very small extent, small extent, the average measure, largely respected very much.

Mann-Whitney U test is used for the difference between independent groups for which the dependent variable is expressed in ordinal (ranking), or when, even if quantitative, does not support a parametric test (t test, ANOVA).

3. Steps of research

- Defining the research topic - setting factors in the development of rural tourism in the historical region Crisana.
- Setting researched population and territory in which the investigation - we chose to study local government Crisana region - of the 185 municipalities in the region Crisana 150 answered the questionnaire. Answered 68 mayors from Arad county, 58 mayors from Bihor county, 14 mayors from Hunedoara and 10 mayors from Salaj county.
- The choice of research (depending on budget) - How was the random sampling as participants use available, this option is chosen from practical considerations. The research work was started since last fall and is part of a larger project aimed at rural tourism potential of the region. At first I had meetings with representatives of most of the municipalities in the region, we collected data contacts and then we distributed the questionnaire via e-mail.
- Presentation of the hypothesis and research objectives. Assumptions from which we started are that Crisana region shows a great tourism potential in rural areas, but this potential is not exploited well. For this we try to find out the difficulties faced by those involved, with the hope that we can deliver some solutions to better exploit this potential. For all the research we chose to question local government, entrepreneurs, residents, tourists and tourism specialists. For this paper we present only the difficulties that exist in terms of local administration.
- Determining the sample size and its features. To determine the sample size we started that Crisana region are 185 mayors, so administrative institutions, as follows: 55 mayors in Arad county, 90 mayors in Bihor county, 23 mayors in Hunedoara county and 17 mayors in Salaj county. Sample size I set it with indications [1]. It follows that in a population of 185 administrative units, the volume of sample is 125. Having more answers will be working for a sample volume of 150 mayors, so N=150.
- Preparation of the questionnaire and the interviewers. The questionnaire consists of 38 questions. Questionnaire method was through e-mail and complete the questionnaire online. The questionnaire is still on the Internet [2].
Although we guarantee the confidentiality of responses and did not send identification data required for the respondents, most have left both identification data and contact information.

The questionnaire includes both open questions and closed questions. For the best possible efficiency we used simple words easy to understand, clear words, I tried to avoid the confusion and implicit alternatives, the questions do not contain negations and double negations and we avoid assumptions or estimates. I also tried to be objective questions. Some other questions were not mandatory.

Among the questions addressed are the following: What are the economic sectors present in your village? In practice rural tourism in your village or your area? What do you think would be the advantages for your village or your area to be a tourist destination? Consider that rural tourism could become one of the economic activities in your village? Your opinion is valued appropriately tourism potential? What forms of rural tourism that you have developed better in your village? Do you have an official website for rural tourism or a link on the official website of the institution, for the presentation and promotion of rural tourism in your area? If you do not have this possibility, please, you want to use specialized web site www.rural-tourism-Crisana.com? There is a tourism development strategy of the village or local board decisions? In what ways contribute to the promotion of rural tourism in your village?

The most important questions to determine the difficulties facing rural tourism in the region Crisana were concentrated in the middle questionnaire emphasizing the development factors of economic activities.

g. Making preliminary investigation and selection of interviewers. I didn’t make a preliminary investigation and I didn’t use some operators interview. I have personally contacted the municipalities in the region and I managed all correspondence.

h. Data collection by the questionnaire. After checking the questionnaire I conducted several documentaries trips in the region. I visited many pensions and villages where I talked with the owners of those pensions and mayors of villages. I left the questionnaire and asked the e-mail them. A few days later I contacted them again and I asked to complete the questionnaire online.

i. Processing, analysis and interpretation of data. For analysis we refer to question 17. Which factors you think is due to the development of rural tourism in your town? : Landmarks; Specific investments; Appropriate infrastructure; Diversified and quality services for accommodation and restaurant; Hospitality, Development strategy for middle and long time for tourism activity. As response alternatives we chose: Poor; Small; Acceptable; Good and Very good.

For all information requested in this question we calculated the average score, S, using the equation:

\[
S = \frac{(-2)N_1 + (-1)N_2 + 0N_3 + (+1)N_4 + (+2)N_5}{N} \]

Were: N sample size, N=150;
\[ N_i, i=1,..., 5 \] – possible variations of response, attributes aspect under questioning.

Next, we analyze each factor in turn selected within this question. First we will analyze the responses received from the public administration for the tourist attractions for the development of rural tourism in the region Crisana.

Figure 1. Responses for tourist attractions (%)

![Figure 1. Responses for tourist attractions (%)]

Development of rural tourism, if we analyze in terms of tourist attractions, views are quite divided. 29% of respondents believe that rural tourism has developed as a small or very small extent due to tourist attractions, figure 1. In contrast 46% believe that this factor had a big influence and to a great extent to the development of this activity.

The percentage of 29% is caused by responses from villages that have not tourist attractions (a few examples of those who responded to the questionnaire, villages Olari, Pilu, Itratosu, Sepreus from Arad county, Sânnicolau Roman, Vissoara from Bihor county, Marca from Salaj county). In contrast, other villages have a wide variety of tourist attractions. We mention Bobota village from Salaj and Soimi village from Bihor county.
In Bobota there are: two wooden churches Archangels Mihail si Gavril, one in village Dersida and one in village Zalnoc from 1700 years; Pintea’s table; the Cultural Center Sincai Coposu, Balota's Hill - bronze age settlement; Round Hill - bronze age settlement; cave’s valley – deposit fossilier and prehistoric sites, spring water "Puturoasa" - sulphurous mineral water. In Soimi village there are: large areas of forest, on Hawk Valley, Fieghiul Valley and other water courses with a place of exceptional natural geographic.

Here there are three objectives included in Natura 2000 protected area, the Black Cris Defile from entrance in Borz to the entrance in the Beius Urvis with multiple locations for sport fishing, nature reserve area of Banat snow rose in Borz village and Ruins Borsa’s family residence, monastic complex Botocana Hill in the village Sănnicolau of Beius, X- XIII centuries.

Calculating the average score for this factor for influence to development of rural tourism have obtained the value 0.18. It shows that the whole region Crisana, public administration estimates that this factor has an influence between the average measure and largely on the development of rural tourism.

In the table 1 are presented data on groups of respondents. Studying only government opinion on the influence of rural tourism attractions on the development, shows that almost half (43.8%) believe that "substantially" and "heavily" while only 17.1% believe attractions that have very little influence on its development. Approximately one-third, 27.6% consider that the tourism attractions have average influence.

Table nr.1. Share responses by type of respondents
Source: own processing software SPSS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Very small extent</th>
<th>Small extent</th>
<th>Average measure</th>
<th>Largely measure</th>
<th>Very much measure</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>Count</td>
<td>18</td>
<td>12</td>
<td>29</td>
<td>32</td>
<td>14</td>
</tr>
<tr>
<td>Share,%</td>
<td>17.1%</td>
<td>11.4%</td>
<td>27.6%</td>
<td>30.5%</td>
<td>13.3%</td>
<td>100%</td>
</tr>
<tr>
<td>Antrepreneurs</td>
<td>Count</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Share,%</td>
<td>13.3%</td>
<td>20%</td>
<td>13.3%</td>
<td>20%</td>
<td>33.3%</td>
<td>100%</td>
</tr>
<tr>
<td>Residents</td>
<td>Count</td>
<td>9</td>
<td>13</td>
<td>23</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td>Share,%</td>
<td>12%</td>
<td>17.3%</td>
<td>30.7%</td>
<td>30.7%</td>
<td>9.3%</td>
<td>100%</td>
</tr>
<tr>
<td>Specialists</td>
<td>Count</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Share,%</td>
<td>0%</td>
<td>8.8%</td>
<td>17.6%</td>
<td>38.2%</td>
<td>35.3%</td>
<td>100%</td>
</tr>
<tr>
<td>Tourists</td>
<td>Count</td>
<td>2</td>
<td>8</td>
<td>29</td>
<td>78</td>
<td>45</td>
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<tr>
<td>Share,%</td>
<td>1.2%</td>
<td>4.9%</td>
<td>17.9%</td>
<td>48.1%</td>
<td>27.8%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>31</td>
<td>39</td>
<td>89</td>
<td>149</td>
<td>83</td>
</tr>
<tr>
<td>Share,%</td>
<td>7.9%</td>
<td>10%</td>
<td>22.8%</td>
<td>38.1%</td>
<td>21.2%</td>
<td>100%</td>
</tr>
</tbody>
</table>

The entrepreneurs from the region Crișana they feel relatively better in terms of influence of rural tourism attractions on the development rural tourism, 53.3 % say that they have largely influenced heavily development of economic activities and only 13.3 % consider the influence to a small extent and other 13.3% in average measure.

The opinions residents are relatively dispersed and only 12% and 9.3 % consider this factor very little influence and very much on the development of rural tourism. Approximately one third of them consider that the average extent influence greatly.

The tourism experts seem to have the best view on the factor attractions . 73.5 % believe that tourist attractions have largely influence and very much influence to the rural tourism development. No specialist did not consider that this factor has no influence.

A similar view travel specialists have tourists who spent some weekends, some holidays or vacations in the countryside. 75.9 % say that sights have greatly influenced and heavily developing this type of tourism.

Specific Investments. Analyzing specific investments we see and in this case that things are not quite right. 50% of respondents believe that they have a minor influence or very small extent on the development of rural tourism in their village, figure 2.

After all these investments virtually missing. If they have built some pensions, especially in hill and mountain areas, they remained only specific investment. Only 27% of respondents believe that these investments were largely influence and very much on the development of rural tourism.

With an average score of -0.38 we can deduce that the influence of this factor is considered as medium to small extent in the development of rural tourism in the historical region Crisan.
We leave for a moment the context of question no.17 and make a conjunction of it with question 3. This is “What you think would be the advantages for your village or area to be a tourist destination?” Among others we listed natural and man-made attractions.

Figure 3. Responses for “The advantages for the village to become a tourist destination”
A. natural tourist objectives; B. Tourist antropic objectives
B. Source : Powered by author based on data obtained from respondents

72% and 41% of respondents believe that their villages have as advantages natural tourist objectives respectively man-made objectives to become tourist destinations. Combining this data with the fact that 46% of respondents believe that attractions have greatly influence and very much on the development of rural tourism we can say that about half of Crisana region has a good tourism potential for the respective villages become tourist destinations and the local public administration should be more involved in this sector.

At the question no. 6 “In your opinion is a proper exploitation of tourism potential?” 86% say that it is a small and very small extent, figure 4. No respondent would not appreciate that recovery is a great extent and only 1% of them say they largely do. This shows once again the need to involve both local government and central government so that the tourist potential to be exploited as well, and from there to proceed all the advantages of both tourists and the local population.

Question 1 “What are the economic sectors present in your village?”, besides agriculture, industry, trade and services, local government representatives responded that only 33% of the region’s Crisana villages performing tourism, fig.5. As expected, agriculture is predominant.

Fig.4. Responses for “In your opinion is a proper exploitation of tourism potential?”
Source : Powered by author based on data obtained from respondents

Given the rural tourism potential of the region results from other analyzes performed [3], we asked respondents the question no.4. “Consider that rural tourism could become one of the economic activities in your
village?” It follows that 73% of respondents, fig.5 considers rural tourism could become one of the main economic activity in the village.

At the end of this paper we will refer to responses about infrastructure, fig.6. Analyzing responses notice some symmetry in that 31% of respondents consider that the infrastructure was largely influence and very much influence on the development of rural tourism in the region, and 29% believe that it has not helped the development of economic activities.

With an average score of 0, we can say that infrastructure influenced the development of tourism in an average measure. So to develop this business efforts must be combined: infrastructure utilities, construction of new structures for accommodation, popularizing the existence of those points or tourist information offices, establishment of new tourist routes and marking them, installation of new signs for sightseeing and more.

4.Conclusions

In this paper we analyzed a number of responses from local public administration on the factors that influence the development of rural tourism in the region Crisana. For the analysis we chose influence tourist attractions, influence of specific investments and influence of infrastructure. In general village representatives were available to complete the questionnaire even if a large part of the responsibility lies with the development of this sector and would have been much better if they would be more involved.

For rural tourism development must mixing a number of factors. Some are addicted to administration, other entrepreneurs, some of the residents

Development of rural tourism and implementation travel plans requires long-term efforts and sometimes consistent investments. Modalities of implementation are: - approval policy and tourism plan, as an official document of the tourism development in the region and managing development for a longer period than five to ten years; - planning development projects and necessary actions and efficient organization of public and private sector; - adoption and implementation of relevant legislation and regulations for tourism development and measures such as environmental protection and development standards; - efficient and systematic funding of individual tourism projects and public sector to develop attractions and infrastructure tourism; - preparing and training staff in all tourism activities; - human resource development in tourism and local community involvement in tourism development;

Din raspunsurile administratiei am dedus ca aproximativ jumatate din teritoriul regiunii Crisana ar dispune de potential turistic deosebit si printr-o serie de investitii, localitatile respective ar putea deveni destinatii turistice. Unii dintre respondenti au afirmat ca infrastructura nu are o influenta mare asupra dezvoltarii turismului din localitatile respective deoarece aceasta infrastructura nu este dublata de un potential turistic corespunzator
From the responses of the administration we concluded that about half of the Region Crisana it has great tourism potential and through a series of investments that villages could become tourist destinations. Some of the respondents said that infrastructure don’t have a large influence on the development of rural tourism in the respective villages because this infrastructure is not matched by a corresponding tourism potential.

5. Bibliography