

# RESEARCH REGARDING THE PERCEPTION OF THE INHABITANTS OF SALAJ COUNTY CONCERNING THE REGIONAL TOURISTIC DEVELOPEMENT

**Flaviu Doru NEAGA**

University of Craiova, Romania

Email: flaviuneaga@yahoo.com

## *Abstract:*

*By the present analysis we observed the perception of Salaj County citizens regarding the regional touristic development. When discussing about the methods of the research, the quantitative method was chosen using a 22-item questionnaire applied to the Salaj County inhabitants. The chosen lot was representative for the studied population, being represented by 200 people aged between 20 and 55 years old. The results of the research lead to the conclusion that the individual satisfaction is mainly determined by their perception regarding the positive and negative effects of tourism development.*

*Keywords: touristic development, inhabitants' perception, touristic management.*

## **1. Introduction**

There data from the specialized literature show a multitude of analysis regarding the attitude of residents concerning the tourism. The researched aimed worldwide communities, including groups from Europe. While most of the first studies focused on widescale populations, recent data shows also the micro-side of their attitude. These analyses included specific populations and explored different elements and characteristics regarding the attitude of residents for the tourism industry. (McGehee and Andereck, 2004). The differences of attitude were also examined considering the level of touristic development, the level of individual implication in the tourism industry, the maturity of the destination and the type of touristic development. As a first step towards a possible explanation for the different attitudes of the residents over the tourism, several studies investigated the relationship between the personal characteristics like personal benefit, attachment to the community and the attitude regarding the advances made in this domain. Most of the research shows that the residents who earn their living from this domain tend to have a positive reaction when comparing to other inhabitants. (McGehee and Andereck 2004). Another variable investigated was the community attachment. Some authors highlighted that this type of attachment is negatively related with the general attitude toward the tourism. Though the subject is still debatable and the attitude is not unitary in the data from the literature, other authors relating different results. Harvey et al., (1995) approached the participants gender as a variable in the selected topic. The results show that there are statistically significant differences by sex and that women and men do not benefit in equal measure from the development of touristic activities. While tourism industry offers jobs for both, young men and

women from the community, men may feel that they have less attractive economic opportunities in this industry when comparing to women.

## 2. Literature Review

The impact of touristic activity drawn the attention of researcher during the last 30 years. (Lopes, 2016). The increasing interest regarding the subject comes from the awareness of the fact that the tourism development has also positive and negative effects over the community (Almeida-Garcia et al., 2016) and, on the other hand, the negative opinions over tourism frequently are an obstacle for its development and durability. (Butler, 1980; Ap, 1992).

A wide approach contributes to the differentiation of the tourism impact into three categories: economic, socio-cultural, and environment related from which the positive or negative opinions of the residents comes from. (Almeida-Garcia et al., 2016). Still, if the residents obtain benefits from tourism, they tend to have a positive attitude toward this type of economic activity. (Nunkoo and Ramkissoon, 2011; Garcia, 2015; Mureşan et al., 2016). The evaluation of this impact group is generally positive and most of the data from the literature report a positive correlation between the economic benefits and positive attitudes toward tourism. (Dyer et al., 2007). Still, a subgroup of residents consider that this activity offers low wealth and low quality work places. (Johnson, Snepenger and Akis, 1994). Regarding the socio-cultural characteristics, the traditions, beliefs and personal values of the residents are the main domains in which changes appear. The interaction between the members of the community and tourists contribute to new opportunities regarding cultural exchange, although in some particular situations anxiety and pressure may appear which will lead to a weak socio-cultural identity (Lopes, 2016). (Almeida-Garcia, Vazquez and Macias, 2015).

The types of perception of the residents were analyzed in many studies and the data available in the present have the main purposes to identify, measurement and comparing the variables. These comparisons are made in order to guide to possible actions in planning tourism based on the obtained answers. (Sharpley, 2014; Almeida-Garcia et al., 2016). Using a large sample of variables previously mentioned, identified and explored lead to the need of development of subgroups classifications. (E.g. Harrill, 2004; Deery, Jago and Fredline, 2012; Sharpley, 2014).

Sharpley algorithm (2014) is, in our opinion the most comprehensive due to the fact that highlights the dichotomy between the extrinsic and intrinsic factors proposed by Faulkner and Tidswell (1997). Therefore, the first dimension – extrinsic factor – contains several characteristics of the touristic destination like the stage and the nature of the development, the relationship between the tourist and residents, the seasons and type of the tourists for a particular region. The second dimension – intrinsic factors – comprises aspects related to the community like socio-economic characteristics, the implication in the community and the proximity of the touristic activity to de residential area.

On the basis of a direct relationship between the development of touristic destination and the increased economic exposure in this field, there are few established connections between independent variables and resident's perception. In some particular types of studies, the segmenting of the subsets of population cannot be considered accordingly to the resident's opinion, but more an

approximation of the compatibility of their common characteristics, representing a segregation model. (Lopes, 2016).

### 3. Research objectives

In our research, the perception of community from Sălaj County is analyzed by three main components: affective implications (emotions and feelings), cognitive component (knowledge and opinions) and conative (behavior). The information regarding the expected results are depending on the established objectives and work hypothesis. The main objectives of the present paper consist of establishing the attitude of the residents regarding a possible implication in promoting the county as a touristic destination, highlighting the perception of inhabitants over the existence of a negative or positive effect due to the increase in tourist number in the last years. Another objective consists of determining the perception of the residents regarding the appropriate type of tourism for Salaj county. Also, we set the goal to observe the attitude of the citizens regarding the addition of Salaj county as a touristic destination.

#### 3.1. Methodology of research

The sources used for obtaining the data included come from primary sources. The method used in collecting the data is based on a questionnaire. The hypothesis that stand on the basis of the research are: *Hypothesis 1—the monthly net income influences the perception of interweaved persons, hypothesis 2 -the age influences the perception of the questioned persons, Hypothesis 3 – there is a connection between the own perception about the implication in promoting the county and opinion about the attractiveness grade of the county for the tourists. Hypothesis4 - there is a connection between the estimated attractiveness grade of the county and the appropriate type of tourism that may be developed in the area.*

In order to centralize the answers, the questionnaire was available for the selected population on on-line platforms like [www.isondaje.ro](http://www.isondaje.ro). The link-ul generated from this website was promoted on social media network in order to facilitate the access of the respondents.

For data analysis, SPSS was used, applying different tests – the analysis of the frequencies, mean and median values, Chi-square test, ANOVA analysis, Pearson coefficient correlation. The answers were collected during a six weeks period, from 1<sup>st</sup> of September to 15 October 2018, obtaining a population of 200 individuals.

The present paper represents an empiric survey, by using the convenient sampling. Therefore, any resident from Sălaj County could participate and answer at the questionnaire.

From the included lot, 43,5% were men and 56,5% were represented by women. The distribution by sex is in concordance within the literature data, showing that females are more receptive in participating. (Sharma și Dyer, 2009; Vareiroet al., 2013; Stylidis et al., 2014).

Most of the participants live in Sălaj County for more than 10 years and 74,5% have higher education. Regarding the distribution by age groups, 2% of the participants are younger than 20 years old, 59% are aged between 20 and 25 years old, 13% between 25-35 years, 6,5% are aged between 36 and 45 years, 12,5% between 45 and 55 years, while participants over 55 years old represented 7% of the total population included. The sample included more people aged under 25 years old. A possible explanation consists of the fact that younger persons use and include

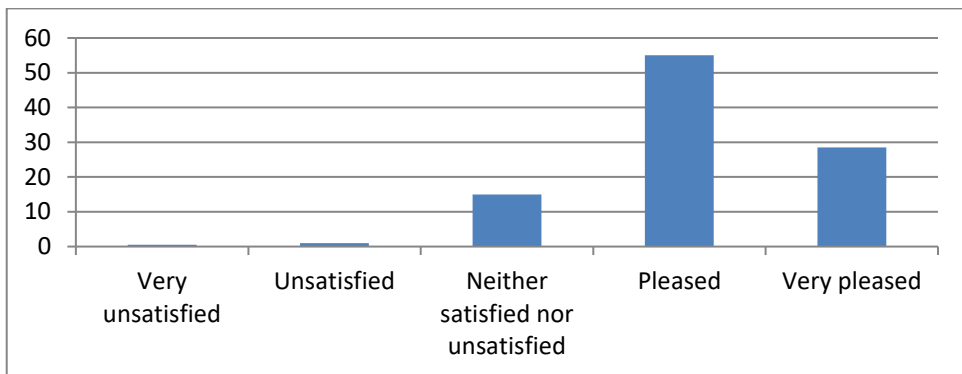
technology in their life more easily than older individuals. The respondents have a medium monthly net income between 1.001 and 3.500 RON (71,0%). We can conclude that the sample was represented mostly by medium class individuals.

### 3.2. Research questions

1. To what extent does the perception of the locals influence the tourist development of an area?
2. What are the basic elements for a sustainable tourism development in Sălaj?
3. Is the perception of the locals influenced according to the way they benefit from tourism activities?

## 4. Results and discussion

The residents occupy an essential role in the process of touristic development. The knowledge, attitude and practices are especially important and necessary in the process of modernization and transformation of the county in a touristic region. Despite the decreased number of the inhabitants there are made constant efforts in order to promote touristic activity and contribute to an attenuation of this decrease.



**Figure 1. The perception of respondents over Salaj county**

Analyzing Figure 1. it results that most of the persons are pleased or very pleased of the county where they live. This means that they have a good opinion regarding the latest development of Salaj county. The answers are in concordance with the general opinion of the respondents from Romania, having a less critical options.

Table 1

The connection between variables							
The perception of the inhabitants to the County where they live*							
Net income / the amount of money available monthly							
			Net income / the amount of money available monthly				Total
			Under 1000 RON	1001-2000 RON	2001-3500 RON	Over 3500 RON	
The perception of the inhabitants to the County where they live	Very unsatisfied	% within Net income / the amount of money available monthly	6.7%	0.0%	0.0%	0.0%	0.5%
	Unsatisfied	% within Net income / the amount of money available monthly		0.0%	1.4%	2.3%	1.0%
	Neutral	% within Net income / the amount of money available monthly	20.0%	11.1%	5.7%	34.9%	15.0%
	Pleased	% Net income / the amount of money available monthly	46.7%	61.1%	62.9%	34.9%	55.0%
	Very pleased	% Net income / the amount of money available monthly	26.7%	27.8%	30.0%	27.9%	28.5%
Total		% Net income / the amount of money available monthly	100.0%	100.0%	100.0%	100.0%	100.0%

From data summarized in Table 1. results that most of the people, regardless their monthly net income, are pleased when asked about Sălaj county.

Table 2

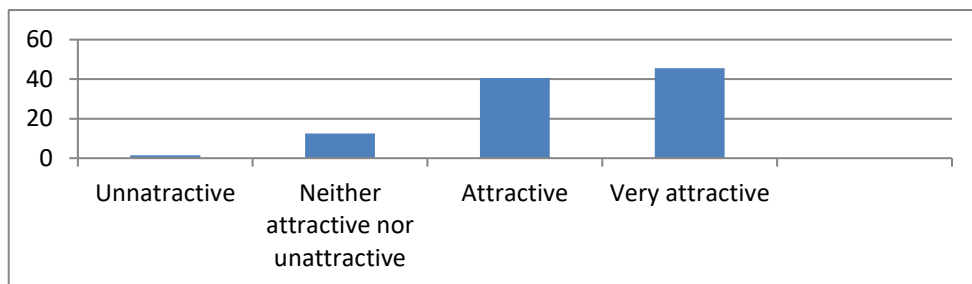
Chi-square test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35,140 <sup>a</sup>	12	,000
Likelihood Ratio	27,259	12	,007
Linear-by-Linear Association	,624	1	,430
N of Valid Cases	200		

a. 10 cells (50,0%) have expected count less than 5. The minimum expected count is ,08.

**Table 3**

Contingent coefficient		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	,387	,000
N of Valid Cases		200	

The limit of statistical analysis is less than 0,05 so the null hypothesis  $H_0$  is rejected and the alternative hypothesis  $H_1$  is accepted. Therefore, we can state that there is a statistical significant relation between the net income of the subjects and their perception about Sălaj county. The intensity of the connection between the two variables is medium, with a contingent coefficient of 0,387.



**Figure 2. The grade of attractiveness of Sălaj County for the tourists from the respondent’s point of view**

The data obtained from Figure 2. concludes that 80% of the persons who completed the questionnaire considered that Sălaj county is attractive or very attractive. Analyzing the obtained answers, we can conclude that most of the inhabitants have a good opinion about tourism in Sălaj county. Therefore, it highlights their trust in the touristic potential, but also an optimistic approach which is not confirmed by the statistical data. We can estimate that there are discrepancies between reality and perception, Sălaj County not being considered one of the areas of great touristic interest from Romania.

Analyzing the data from Table 4. there is a significant correlation between the two variables,  $sig = 0,002 < 0,01$ . The connection between the two variables is of medium intensity, inversely proportional, because the correlation coefficient Pearson is negative. (-0,214).

Therefore, if a respondent chose Sălaj county for having a high grade of attractiveness, there is a great possibility that the individual also considers normal his effort and implication in promoting the region as a touristic destination.

**Table 4**

**Pearson correlation coefficient**

		How do you estimate the attractiveness grade of Sălaj county, for tourists?	Do you consider natural your implication as an inhabitant of the area in promoting the county as a touristic destination?
How do you estimate the attractiveness grade of Sălaj county, for tourists?	Pearson Correlation	1	-,214**
	Sig. (2-tailed)		,002
	N	200	200
Do you consider natural your implication as an inhabitant of the area in promoting the county as a touristic destination?	Pearson Correlation	-,214**	1
	Sig. (2-tailed)	,002	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Regarding the results obtained from Pearson correlation coefficient in Table 5. we may state that there is a statistically significant correlation between the two variables, with sig = 0,000 <0,01. The relation between them is of medium intensity, inversely proportional, because the Pearson coefficient is negative. (-0,319).

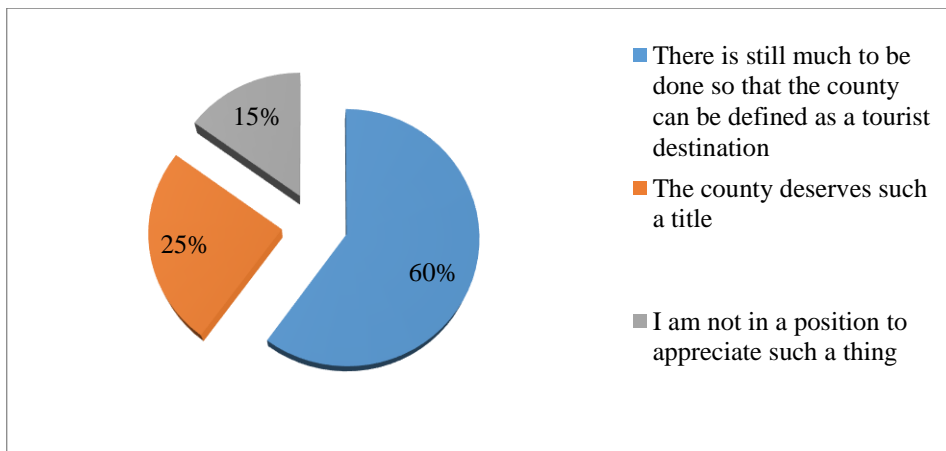
**Table 5**

**Pearson correlation coefficient**

		How do you estimate the attractiveness grade of Sălaj county, for tourists?	What type of tourism you think is appropriate for Sălaj county?
How do you estimate the attractiveness grade of Sălaj county, for tourists?	Pearson Correlation	1	-,319**
	Sig. (2-tailed)		,000
	N	200	200
What type of tourism you think is appropriate for Sălaj county?	Pearson Correlation	-,319**	1
	Sig. (2-tailed)	,000	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Therefore, if a respondent estimated that Sălaj county has a high grade of attractiveness, there is a great possibility that he knows what type of tourism is applicable for the region.



**Figure 3. The attitude of respondents towards the title “touristic destination” for Sălaj county**

As stated in Figure 3. a percent of 25% from the questioned individuals considered that Sălaj county deserves the title of “touristic destination”, while 60% responded that a great effort is needed in order for the region to receive this title. The results show a more realistic approach, being in a contradiction with the results obtained when asking about the attractiveness of the area.

Even though there are one quarter of the subjects that consider the title appropriate for the analyzed region, we must disapprove and be in consensus with the rest of 60% that state that there are many things to improve, starting with the infrastructure.

**Table 6**

**The perception of the respondents concerning different characteristics of Sălaj county**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Sălaj county is a clean area	0	1,50%	3,50%	42,50%	52,50%
Sălaj county is a crowded area	10,50%	27,50%	35,50%	23,50%	3,00%
Sălaj county is a dangerous area	55,00%	35,00%	6,50%	1,00%	2,50%
Sălaj county is a modern area	0,50%	8,50%	31,00%	37,50%	22,50%
Sălaj county is welcoming for the tourists	0,50%	2,00%	9,50%	37,00%	51,00%
Sălaj county offers entertainment options	7,50%	13,50%	27,50%	40,00%	11,50%
Sălaj county offers various possibilities of spending free time	2,50%	3,00%	23,00%	51,00%	20,50%
Sălaj county offers a variety of touristic objectives	0,50%	2,00%	10,00%	44,00%	43,50%

As shown in Table 6. more than half of the questioned persons strongly agree that Sălaj county is a clean area and more than 40% of them agree this fact. The percent of subjects who are neutral or disagree the statement is low. The obtained answers highlight the investments made lately for maintaining cleanness.



The different types of answers regarding the population density of Sălaj county highlight the differences in perception of the participants. For example, people of young age tolerate crowded places and might consider the area as not to crowded, while older respondents may not agree. More than 50% of the persons consider that Sălaj county is not a dangerous area.

Most of the respondents (37,5%) agree that Sălaj county is a modern area and 22.50% strongly agree the statement. Therefore, we can conclude that population consider that this is a modern region.

Concerning the fact that Sălaj county is a welcoming area, we can observe that almost 90% of the respondents partially or strongly agree.

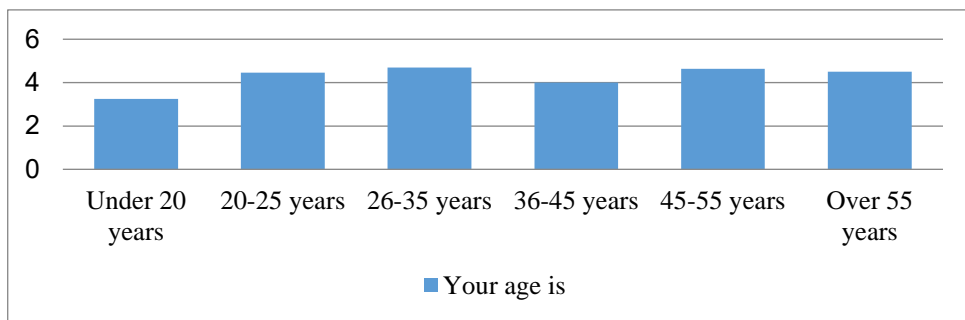
Therefore, taking into consideration that the county has multiple touristic points of interest, being clean, modern and safe, we can state that Sălaj county is an attractive touristic destination, even though the possibilities of spending free time and entertainment are limited.

Table 7

## ANOVA analysis

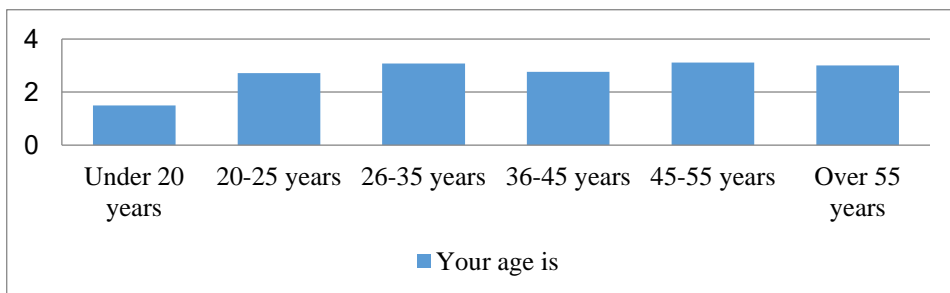
		Sum of Squares	df	Mean Square	F	Sig.
Sălaj county is a clean area	Between Groups	10,843	5	2,169	5,939	,000
	Within Groups	70,837	194	,365		
	Total	81,680	199			
Sălaj county is a crowded area	Between Groups	12,783	5	2,557	2,610	,026
	Within Groups	189,997	194	,979		
	Total	202,780	199			
Sălaj county is a dangerous area	Between Groups	6,323	5	1,265	1,762	,123
	Within Groups	139,257	194	,718		
	Total	145,580	199			
Sălaj county is a modern area	Between Groups	5,650	5	1,130	1,339	,250
	Within Groups	163,770	194	,844		
	Total	169,420	199			
Sălaj county is welcoming for the tourists	Between Groups	,894	5	,179	,291	,918
	Within Groups	119,186	194	,614		
	Total	120,080	199			
Sălaj county offers entertainment options	Between Groups	20,441	5	4,088	3,693	,003
	Within Groups	214,754	194	1,107		
	Total	235,195	199			
Sălaj county offers various possibilities of spending free time	Between Groups	3,270	5	,654	,859	,509
	Within Groups	147,610	194	,761		
	Total	150,880	199			
Sălaj county offers a variety of touristic objectives	Between Groups	,777	5	,155	,261	,934
	Within Groups	115,543	194	,596		
	Total	116,320	199			

ANOVA analysis from Table 7. was performed in order to observe if there are significant correlations between perceptions regarding Sălaj county and the age of the questioned persons. The results show that there is a statistically significant correlation between “Sălaj county is a clean area”, “Sălaj county is a crowded area”, “Sălaj county offers entertainment options” and respondents age. So, the age of the subjects influences their perception of a certain aspect concerning Sălaj county.



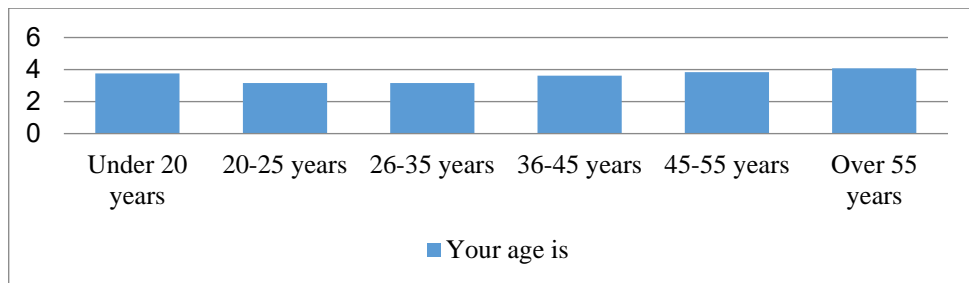
**Figure 4. The influence of age over respondent’s perception over cleanness**

From Figure 4. results that for person aged between 26 and 35 years, the statement “Sălaj county is a clean area” has the biggest impact. (average 4,692 from 1 to 5). For residents under 20 years old, this statement has the lowest grade of truth. (average of 3,25 from 1 to 5).



**Figure 5. The influence of age over respondent’s perception over density of population**

Reuniting the answers from Figure 5. the persons aged between 46 and 55 years old strongly agree that Salaj county is crowded. (average of 3,12). Moreover, the statement is false for the most respondents under 20 years old (average of 1,5).



**Figure 6. The influence of age over respondent's perception over entertainment opportunities**

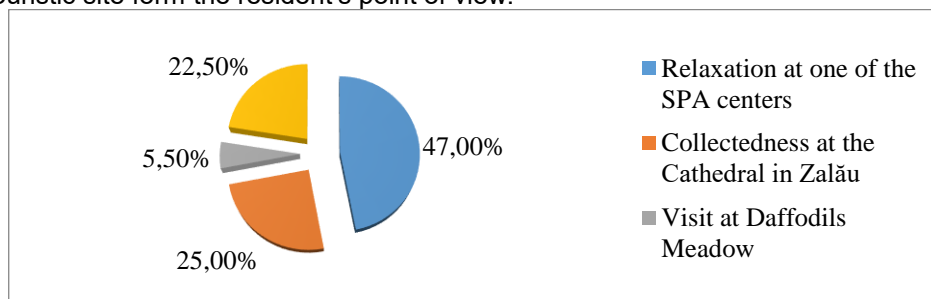
As revealed in Figure 6. people over 55 years old consider that Salaj county has entertainment opportunities with an average of 4,071. For the respondents from age group 20-25 years old this statement has the lowest signification, with an average of 3,153 from 1 to 5. One explanation may come from the fact that respondents aged between 20 and 25 years old have an active social life, knowing the vast possibilities of entertainment and also wanting new ones. This is the main reason why they differentiate from other age groups

**Table 8**

**The importance of touristic sites in Sălaj county from inhabitants' point of view**

Touristic site in Sălaj county	Place	Points
Roman camp of Porolissum	1	587
Zmeilor's Garden	2	633
Botanical Garden from Jibou	3	694
Thermal baths of Boghiș	4	734
The county museum of history and art Zalău	5	741
Monasterie of Strâmba	6	815
Bathory fortress	7	831
Almașului fortress	8	905

Data from Table 8. shows that Porolissum Roman camp is the most attractive touristic site form the resident's point of view.



**Figure 7. Distribution by different types of activities for free time, excepting visits in tourisitcs sites**

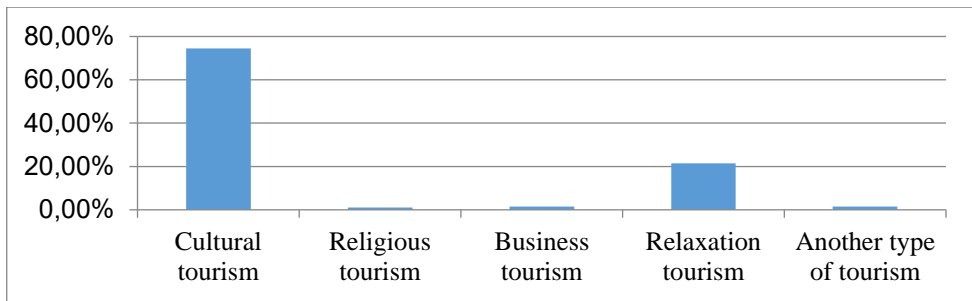
The results from Figure 7. show that 45% of the questioned people considered that relaxation in one of the SPA centers is the most frequent activity for spending free time after visiting touristic sites. Daffodils Meadow had the lowest rate of interest maybe due to serendipity and the need of long traveling.

**Table 9**

**The recommendation of Sălaj county as a touristic destination by its inhabitants**

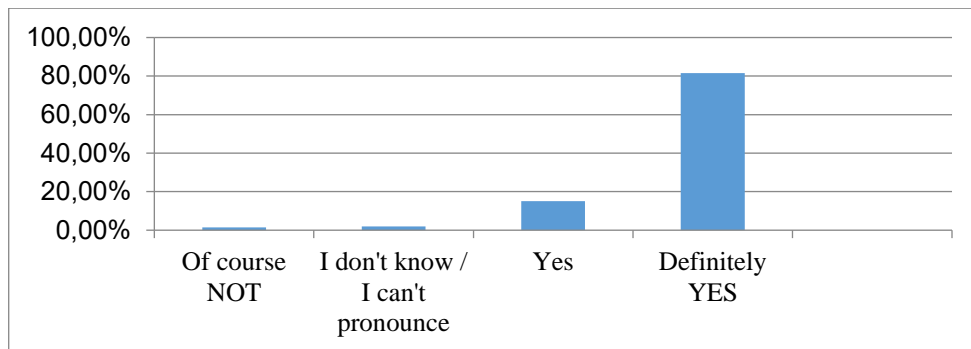
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	191	95,5	95,5	95,5
	No	1	,5	,5	96,0
	I don't know	8	4,0	4,0	100,0
	Total	200	100,0	100,0	

According to Table 9. almost all the inhabitants of Salaj county would recommend their area as a touristic destination. The obtained answers prove that the members of community promote the touristic activity for their county.



**Figure 8. Types of tourisms applicable in Sălaj county by respondents' point of view**

Figure 8. reunites the responses from the inhabitants of Salaj county regarding the types of tourism that may be applicable in their area. The cultural tourism was stated as the most appropriate type. The answers are predictable because the area contains numerous touristic objectives by a great cultural interest.



**Figure 9. The influence of modernizing and transformation work related to the image of the county**

As stated in Figure 9. most of the respondents (81,5%) consider that modernizing work have affected in a positive way the overall image of the county.

The favorable opinion is due to great efforts and expenses from local public administration which had a favorable effect for the development of the regional tourism.

**Table 10**  
**Respondents' opinion regarding the investments for modernizing the county have been made**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	99	49,5	49,5	49,5
	No	25	12,5	12,5	62,0
	I don't know/ want to answer	76	38,0	38,0	100,0
	Total	200	100,0	100,0	

The results from Table 10. shows that almost half of the respondents think that the money was invested efficiently in modernizing measures. A percent of 38% preferred not to express their opinion.

The high percent of the persons who did not want to respond may be caused by the low level of trust for the public administration and the way the public finances are used.

**Table 11****Respondents' opinion regarding different statement regarding the county**

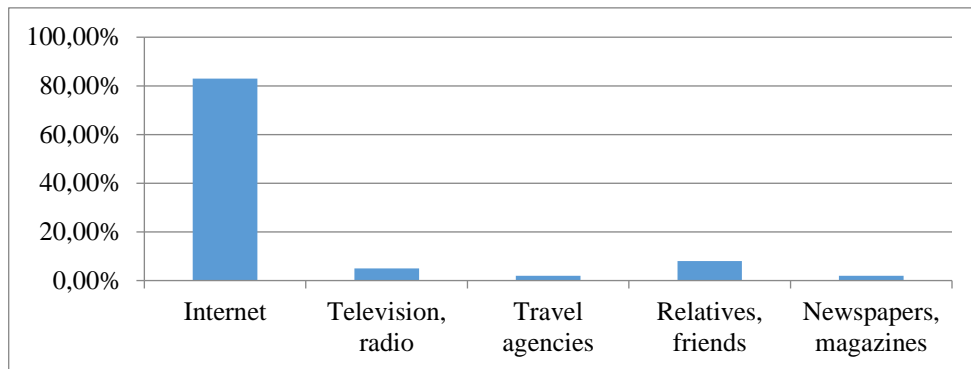
	1 Strongly disagree	2 Partially disagree	3 Neutral	4 Partially agree	5 Strongly agree	Average	Median
There is good infrastructure	1,00%	8,50%	39,00%	43,00%	8,50%	3.5	4
There are a lot of hosting units	1,50%	9,00%	31,50%	39,50%	18,50%	3.65	4
Hosting units offer quality services	0,50%	4,50%	29,50%	45,50%	20,00%	3.8	4
There are a lot of activities available for entertainment	2,50%	15,50%	40,50%	30,50%	11,00%	3.32	3
The prices in food industry are accessible	0	2,50%	25,00%	37,00%	35,50%	4.06	4
The standards for hygiene and cleaning are high	0	3,50%	25,50%	46,50%	24,50%	3.92	4
The standards for living are high	3,50%	12,00%	41,00%	30,50%	13,00%	3.38	3

The results from Table 11. regarding the following statements: "There is good infrastructure", "There are a lot of hosting units", "Hosting units offer quality services", "The prices in food industry are accessible", "The standards for hygiene and cleaning are high" the vast majority of the respondents were partially agreeing. Moreover, half of them gave 4 or 5 points. Regarding the statement "The standards for living are high", most of the people chose neutral answer which reflects their average level of satisfaction with the current economic situation.

**Table 12****The grade of attraction for the events organized in Sălaj county from the respondents' point of view**

Event	Place	Points
Muza Fest – Art Festival, Zalău	1	411
International Folklore Festival "La Fântâna Dorului", Șimleu Silvaniei	2	439
International Coral Festival "Transilvanian Echo", Zalău	3	593
Minority Festival of Sălaj, Zalău	4	720
National Festival for young talents "Traditions", Șimleu Silvaniei	5	739
Codrenian dance and song festival, Cehu Silvaniei	6	841
Glass painting camp "The icon from my soul", Iaz	7	905

As stated in Table 12. the most appreciated event is one of the most comprehensive, proposing to the public a series of artistic numbers like expositions, musical events – classic and jazz – movies, meetings with the writers, book releases, and exposition from traditional art. The next event in the top of the preferences has a close score, International Folklore Festival "La Fântâna Dorului". This highlight the need and preference for traditional music and customs.



**Figure 10. Sources of information for tourists from the respondents' point of view**

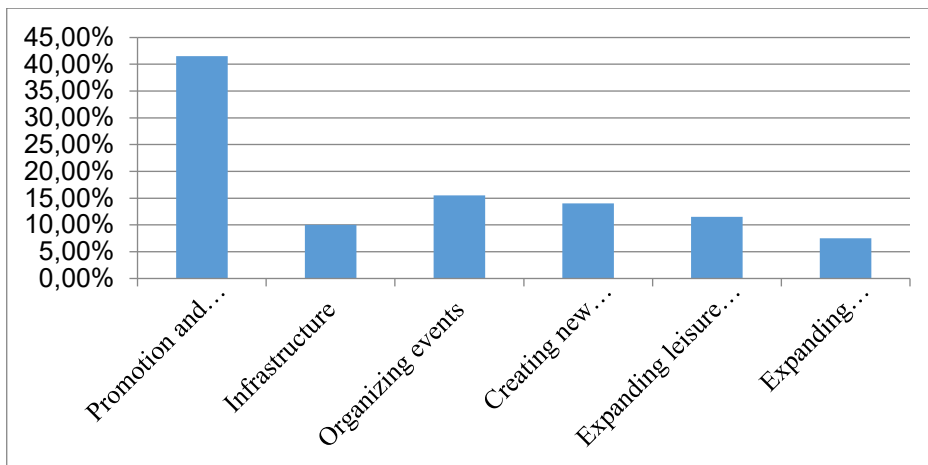
As expected, according to Figure 10. taking into consideration the current stage of technology, most of the subjects responded that the internet is the main source of information for tourists.

**Table 13**

**Negative effects over the community because of the increasing number of tourists**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	5,5	5,5	5,5
	No	163	81,5	81,5	87,0
	I don't know	26	13,0	13,0	100,0
	Total	200	100,0	100,0	

Analyzing Table 13. we can observe that most of the respondents (81,5%) agree that there are no negative effects because of the increasing number of tourists. The obtained answers demonstrate that the actual number of visitors has not increased significantly in order to appear the negative effects over the local community. The main negative effect that may appear consists of overcrowding the area.



**Figure 11. Measures proposed by respondents in order to increase the number of visitors**

The results from Figure 11. show that the majority of the participants (41.5%) consider that a better advertising and promotion may attract more tourists. Also, other respondents, in significant percent mention a possible solution in organizing events and activities and developing new attraction points. Therefore, the idea of increasing the interest for a better visibility of the area, combined with investments for developing the existing areas may increase the number of tourists in the area.

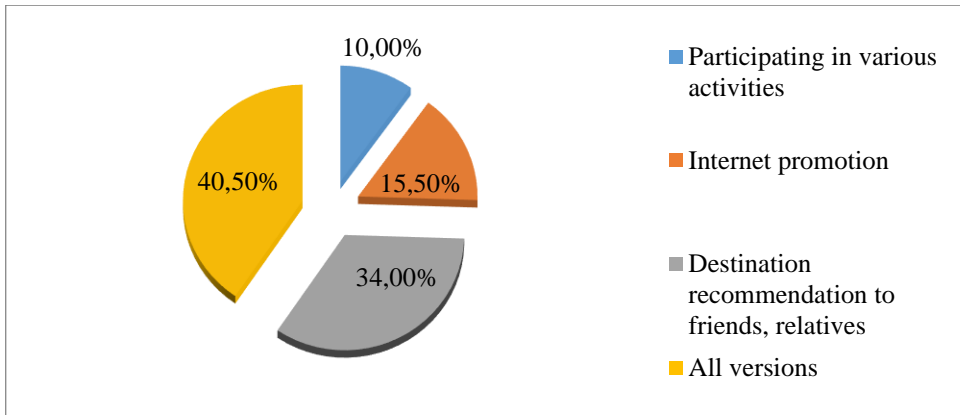
**Table 14**

**The attitude of the respondents toward their involvement in touristic promotion**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	171	85,5	85,5	85,5
No	7	3,5	3,5	89,0
I don't know	22	11,0	11,0	100,0
Total	200	100,0	100,0	

As shown in Table 14. regarding the implication of community in promoting the touristic aspect of the area, more than 80% of the person consider that it is helpful and a normal activity. Therefore, at intention level, the citizens may become promoting agents of the county.





**Figure 12. Active measures from the respondents in promoting the county**

Figure 12. shows us that more than 40% of the people included in the present study are willing to promote the county by participating at different activities, on-line commercials or direct recommendation for friends and family. The obtained answers show that the people are willing to make an effort and help developing the touristic development of the region. Considering their positive attitude, the local administration could organize different activities in order to promote the touristic potential of the area and imply also the interested citizens.

## 5. Conclusions

As a result, from our research in Salaj county as a touristic destination we conclude that the level of satisfaction of the people regarding their society is determined by the way they see the positive and the negative aspects of tourism development. Therefore, the most favorable opinions have a positive impact over tourism. The perception of the residents shows that planning and investment in tourism in Salaj county must focus on improving the services, public transportation and infrastructure. Regarding the potential of personal benefits for the community, the results show a positive correlation with the impact perception. Due to our result we may conclude that the residents are more inclined to react and associate the tourism as a positive factor than those who do not benefit from this activity.

The development of the touristic activity must follow a strict collaboration with the residents, taking into account that the needs are different for each community. While some try to develop new places to work, others are interested to improve the infrastructure or the public relaxing areas.

Moreover, it is also important to assess the tourists' opinion for a better understanding of the dynamic needed by the tourism industry through the services and products found in the area.

Therefore, longitudinal studies are needed in order to examine the potential changes in the opinion of residents regarding touristic development of the area. Salaj county needs a plan for short and long period of time in order to develop and maintain a touristic plan for the region. To conclude, repeating a similar study after five or ten years is fundamental for a better understanding of the changes and principles needed to guide further actions.

## REFERENCES

- Almeida-Garcia, F., Pelaez-Fernandez, M. A., Balbuena-Vazquez, A., & Cortes-Macias, R. (2016) *Residents' perceptions of tourism development in Benalmadena (Spain)*. *Tourism Management*, 54, 259-274.
- Almeida-Garcia, F., Vazquez, A. B., & Macias, R. C. (2015). *Resident's attitudes towards the impacts of tourism*. *Tourism Management Perspectives*, 13, 33-40.
- Ap, J. (1992) *Residents' perceptions of tourism impacts*. *Annals of Tourism Research*, 19,665-690.
- Bornhorst, T., Ritchie Brend, J.R., Sheehan, L. (2010) *Tourism Management* 31, 572-589.
- Butler, R. (1980) *The concept of a tourist area cycle of evolution: implications for management of resources*. *Canadian Geographer*.
- Deery, M., Jago, L., &Fredline, L. (2012). *Rethinking social impacts of tourism research: A new research agenda*. *Tourism Management*, 33(1), 64-73.
- Dyer, P., Gursoy, D., Sharma, B., & Carter, J. (2007). *Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia*. *Tourism Management*, 28(2), 409-422.
- Fredline, E., & Faulkner, B. (2000). *Host community reactions: A cluster analysis*. *Annals of Tourism Research*, 27(3), 763-784.
- Hvass, A. K.(2013) *Too fund or not to fund: A critical look at funding destination marketing campaigns*, *Journal of Destination Marketing & Management*, 28 May, 2013, Editura Elsevier.
- Harvey, M.J., Hunt, J. and Harris, C.C. (1995) *Gender and community tourism dependence level*. *Annals of Tourism Research* 22 (2), 349–366.
- Harrill, R. (2004). *Residents' attitudes toward tourism development: A literature review with implications for tourism planning*. *Journal of Planning Literature*, 18(3), 251-266.
- Johnson, J. D., Snepenger, D. J., &Akis, S. (1994) *Residents' perceptions of tourism development*. *Annals of Tourism Research*, 21(3), 629-642.
- Lopes, H. (2016) *O Turismo comoAlavanca do Desenvolvimentoem Areas Rurais: O Estudo de Caso do Municipio de Boticas*. Dissertacao de Mestrado. Braga: Universidade do Minho.
- Morrison, A. (2012) *Destination Management and Destination Marketing*, Routledge Publishing, New York.
- McGehee, N., &Andereck, K. (2004). *Factors predicting rural residents' support of tourism*. *Journal of Travel Research*, 43(2), 131-140.
- Muresan, I. C., Oroian, C. F., Harun, R., Arion, F. H., Porutiu, A., Chiciudean, G., Todea, A., & Lile, R. (2016) *Local Residents' Attitude toward Sustainable Rural Tourism Development*. *Sustainability*, 8(1), 100-114.
- Nunkoo, R., &Ramkissoon, H. (2011) *Developing a community support model for tourism*. *Annals of Tourism Research*, 38(3), 964-988.
- Ritchie, Brent J. R. and Crouch, Geoffrey I. (2003) *The Competitive Destination, A Sustainable Tourism Perspective*. Wallingford, Oxon: CABI Publishing.

- Sharpley, R. (2014) *Host perceptions of tourism: A review of the research*. Tourism Management, 42, 37-49.
- Snepenger, D., Snepenger, M., Dalbey, M., Wessol, A. (2007) *Meanings and Consumption Characteristics of Places at a Tourism Destination*, Journal of Travel Research 2007, 45:310, Sage Publishing.
- The Members of ETC Marketing Intelligence Committee *Handbook on Tourism Product Development*, World Tourism Organisation, Madrid, 2011;
- Veasna, S., Wu, W.I., Huang, C.H. (2013) *The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image*, Tourism Management 36 (2013) 511-526", Elsevier Publishing.