

RELATIONSHIP BETWEEN THE EFFECTS OF INCREASING THE SATISFACTION OF THE VISITORS AND DEVELOPMENT OF CULTURAL TOURISM

University Assistant Post-graduate **Tünde SZABÓ**

Department of Economic Studies and Business Management, "Babeş-Bolyai" University, Cluj-Napoca, Romania

Abstract

In order to succeed on the market, organizations must permanently focus their efforts towards understanding and fulfilling the necessities and expectations of all their clients, both the current and the potential ones. At the same time, enterprises must identify methods and tools appropriate for evaluating the satisfaction degree of the clients and for ensuring the loyalty of the most important clients, as well as improving the internal and external relational system and creating new partnerships with loyal clients. The effects of increasing the client satisfaction can be numerous, and they depend greatly on the activities specific to each organization. In the current paper, an attempt is made to highlight the possible effects of increasing the satisfaction of the visitors of the National Seckler Museum from Sfintu Gheorghe – effects like an increased number of visitors, tourist attraction, developing and promoting cultural tourism in the county.

Key words: *Quality management system, Visitor satisfaction, Cultural tourism, Social-economic development.*

JEL Classification: *C12, M31, L83*

1. INTRODUCTION

When organizations opt towards implementing a quality management system, they do it hoping to achieve some positive results, to improve the entire activity of the organization, the final goal being reaching excellence. Therefore, organizations expect implementation effects, a measurable effect, that would confirm the fact that their entire activity tends to excellence. Of course, these expected effects depend on each organization's profile, and, even if we are talking about the same kind of organizations, there are differences between their main/basis activities and their secondary ones.

Here we are talking about measuring the effects of implementing the integrate quality management system environment-health and occupational security of the National Seckler Museum in Sfintu Gheorghe. Because we are talking about a museum, the implementation of the integrate management system must be correlated with the particularities of museum management, so that the results of introducing such a system to be as efficient as possible and visible at the same time.

There are many effects of implementing the integrate quality management system environment-health and occupational security, as follows: increase of clients' satisfaction level, improving the capacity of controlling the processes, improving the capacity to manage the funds, improving the satisfaction of the employee and the level of their training, improving continuously the quality and the long-term performance.

Indisputable the first effect of implementing a quality management system is the increase of client

satisfaction by offering services according to their needs and, as a consequence, increasing the number of clients. The main objective of the current study is highlighting the effects of introducing the integrated management system in the economic development of the region, through cultural tourism, because we are speaking about an institute which has a very strong cultural character, which is not only for the residents of the region, but is for a large public, including tourists, too.

2. THE CULTURAL TOURISM CONCEPT

The starting point in defining the cultural tourism notion is the urban tourism, but not only, which generally refers to spending spare time, vacations in cities, for visiting them and for carrying out various activities: visiting relatives, meeting up with friends, watching shows, exhibitions, museums, shopping etc. In this sense, it has an extremely large containment sphere and, therefore, it is hard to singularize according to other types of tourism. In order for a journey to be included in the cultural tourism sphere, it must meet three conditions:

- It must be motivated by the thirst of knowledge and cultivation;
- A product of tourist significance must be consumed (monument, art gallery, show, etc.);
- It must imply the intervention of a mediator – person, written document, audio-visual material – that valorizes and creates the cultural product.

Cultural tourism development is stimulated by the curiosity of people, by the increasing instruction level, by civilization. Another helpful factor is the transformation, itself, of a cultural idea which, in its greatest sense, is considered, nowadays, to be *"the assembly of distinctive, spiritual and material, intellectual and affectionate features that characterize a society or a group; it goes further than art and literature, way of life, fundamental rights of the human being, value systems, traditions, requirements"* (Collef, 2011).

The diversity of the aspects that give the content of cultural life is reflected in the many types of cultural tourism. The cultural tourism, through its content and features, has a number of advantages like: independence from a certain season; the possibility of development in different areas inside the country, therefore ensuring a greater valorization of resources; great addressability – all types of clients are interested in it.

3. ANALIZE OF TOURISTIC ACTIVITY OF COVASNA COUNTY

Covasna County is located in the central part of Romania, inside the Carpathian arc, on the superior flow of Olt and in the Black River's hollow. Its socio-demographic situation, according to the last census, gives the following aspects: the population is continuously decreasing; the aging process is accentuated (the 0 – 18 years old age group is under 30% of the total population; high unemployment rate).

Covasna County has been an important tourist destination for the local market, promoting mostly tourist products – balneary resorts, cultural programs.

3.1. The touristic offer of Covasna County

The tourist offer of the county hasn't changed with time and it has become uncompetitive compared to the exigent tourist requests and to the similar tourist products on the national and international market. The receival tourist structure and the recreation offer, especially, are old, uncompetitive, the tourist services and programs are stereotypical and of low quality and the quality-price ratio is unconvincing. Therefore, in the past 20 years, there has been a continuous decrease of tourist requests in Covasna County. Modernization, tourism development in Covasna is needed, as well as modern and competitive tourist products on the tourist market. Therefore, apart from modernizing the tourist structures, tourist resorts, there's also the need to create new tourist products, resorts, original attractive and innovative programs that could, through sustained activity and promoting on the national and international market, direct important tourist courses toward the county.

Apart from modernizing and developing various and competitive tourist offers, measures to improve and develop marketing and promoting activities, activities that integrate the world of tourism, that ensure the legal and the stable and demanding financial environment, are needed.

As mentioned before, the objective of the present study is to argue the way that the services offered by the National Secuiesc Museum, to contribute to developing the regional tourism through the cultural tourism and, from here, to get to a contribution to the social-economic development of the region.

The main tourist receival structures in the country are: hotels, motels, villas, tourist pensions, agro tourist pensions. Analyzing the data received by the Regional Statistics Institute of Covasna, the main tourist receival structures in the country are: hotels, villas and tourist pensions. Looking at Table 1, the most solicited and frequented structure is the hotel and the pensions. Therefore, when we are talking about museum marketing and promoting actions, these statistical data has to be taken into account, meaning that promoting among tourists is advisable in places that they frequent the most.

Also it is important the analyze of the evolution of the tourists' number that have arrived in the main receival structures where in 2010 the months when these structures were more solicitants were May, August, September and October.

The current tourist housing capacity is represented by the number of housing places of tourist use recorded in the last reception, homologation, classification act of the tourist housing unit, excluding extra beds that can be installed if necessary. Places associated with tourist receival structures, with complementary tourist housing functions (cabins, camping fields, etc.), to a main tourist housing structure (hotel, motel, camping, etc.) and the use of these places are contained in the main structure.

As far as bedding in the main tourist structures from Figure 1 goes, it can be observed that in 2010 hotels were more solicited from May until October. This phenomenon can be observed also in case of tourist pensions.

In 2010, compared to 2008, in the first trimester, in the case of hotels we can notice a major decrease of the number of beddings, for example in January the decrease percentage was of 67.37%. As far as tourist villas and pensions are concerned, during same month, January 2010 compared to 2008, there was an increase of 182%, according to data provided by Regional Statistics Institute of Covasna.

In the second trimester, mainly in the months of May and June, in the case of hotels, there was a slight increase, but, in the other periods, we can notice as far as bedding in hotels goes. In the case of tourist villas and pensions, however, the increase of beddings remains constant in 2010 compared to 2008.

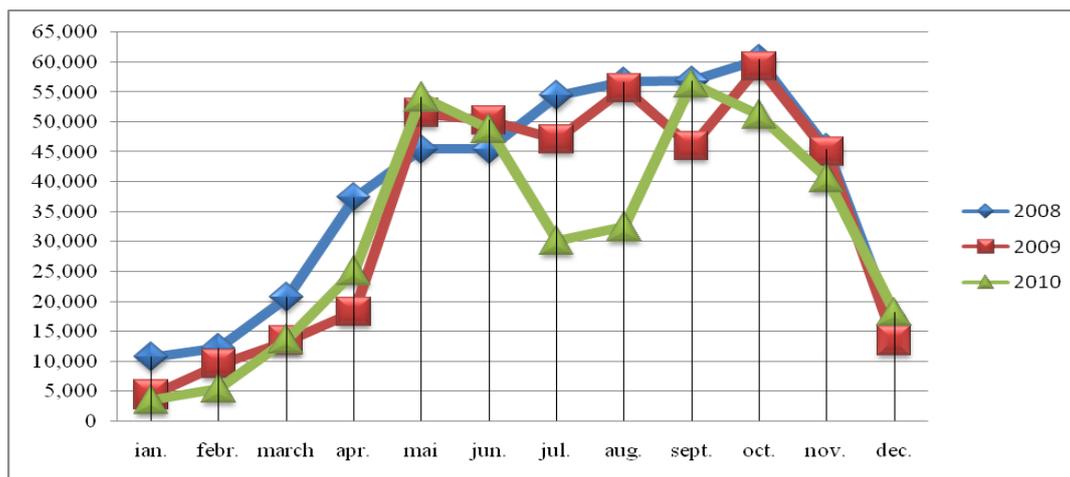


Figure 1 - Bedding in the main tourist reception structures, Covasna County

Source: Regional Statistics Institute of Covasna

After the definition of the term "index of net use of tourist housing places", given by the insse.ro website, it represents the relation between the housing capacity as a function of it being efficiently used by tourists, in a determined period of time.

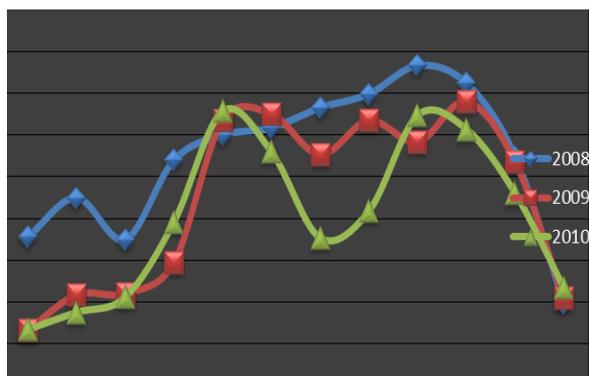


Figure 2 - Net use index of the housing places %

Source: Regional Statistics Institute of Covasna

In Figure 2 are presented the percentage of the net use index of the touristic housing places, where in fact, is reproduced the phenomenon observed and commented on, with the difference that the presented data is not detailed nor split into types of tourist housing, but rather centralized on the Covasna County level.

In order to highlight the ratio between the number of visitors of the National Seckler Museum and the number of beddings, data concerning the evolution of the visitors' number of the National Seckler Museum and the evolution of the number of beddings in hotels must be analyzed comparatively (Figure 3). We can notice that in July the number of visitors increases proportionally to the number of beddings in hotels.

These considerations and statistic data are not ignorable for the administration of the National Secuiesc Museum, due to the fact that this data is important for attracting tourists. For this reason, the starting point is essential, as well as where those places where most tourists can be attracted from are.

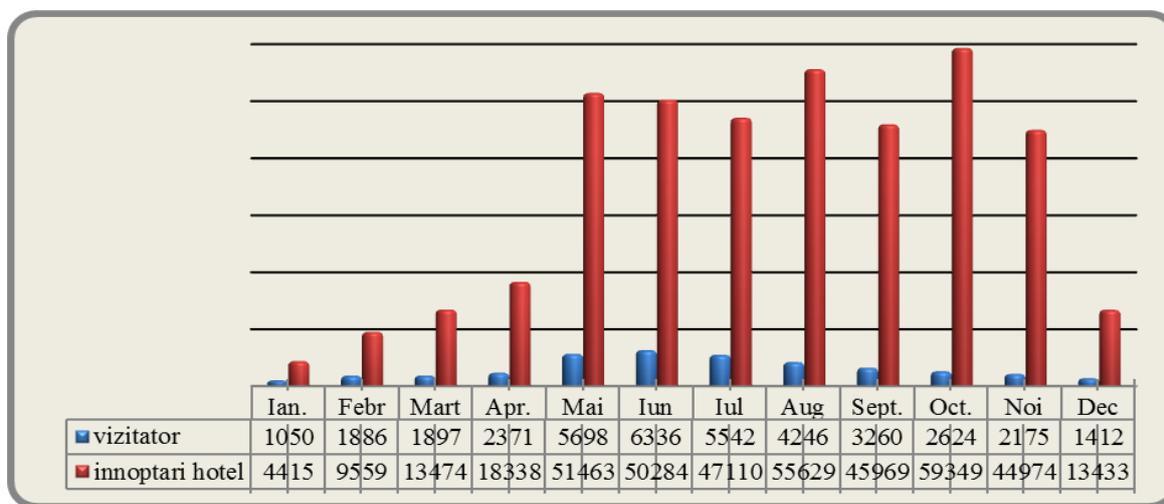


Figure 3 - Number of visitors and number of beddings in hotels in the year of 2009

Source: Regional Statistics Institute of Covasna

3.2. The main indicators that characterize the tourist traffic

I. Average Stay

It is a tourist flow indicator and it shows the average number of days spent by the tourists in a certain area or housing unit

$$S_{average} = \frac{\text{no.ofbeddings}}{\text{no ofarrived tourists}} \quad (1)$$

After performing the calculations we can conclude that, excluding the hotels, the average stay is between 1,13 and 2,34 days, in hotels 7,88 days,

around 8 days. In order to highlight the increase of the number of visitors of the National Secuiesc Museum, this indicator must be taken into account, which will help us decide as far as museum marketing activities go. This means that these museum marketing activities must focus upon hotels in Covasna County, where the average stay is very high.

The average tourists stay for total types of tourist accommodation structures in 2010 are presented between the values of 2.62 in January and 9.72 in October (Figure 4).

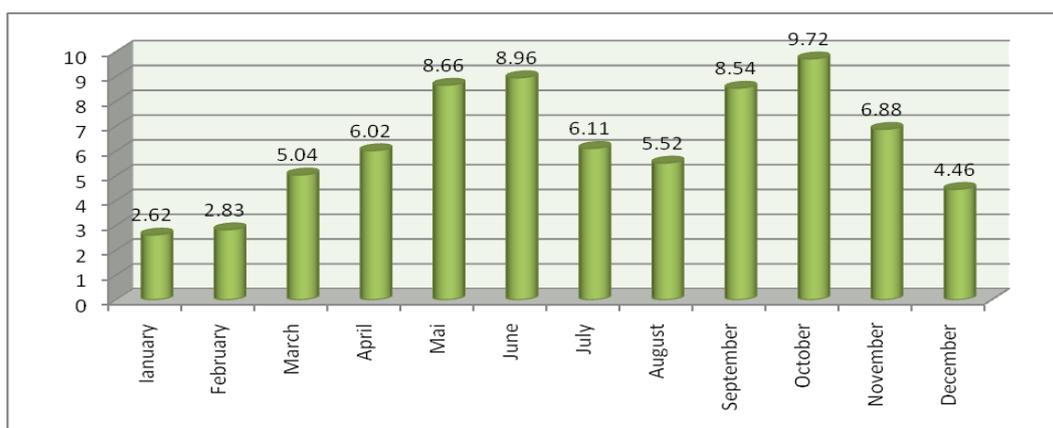


Figure 4 - Average stay for tourists, in 2010, organized on months

Source: Regional Statistics Institute of Covasna

As far as the year 2010 is concerned, it can be observed that the average tourist stay was very high, 7-8 days on average. Data concerning the number of visitors of the National Secuiesc Museum for 2008, 2009 and 2010 shows that the number of visitors is continuously increasing. The average tourist stay is very high, fact that should be used for developing the client relationship activities within the National Secuiesc Museum and for focusing the client satisfaction and marketing activities on important tourist structures, where the average stay is higher.

II. Tourist Density

The tourist density is an indicator that shows how requested destination areas are. It has two computing methods:

$$D_t = \frac{\text{tourists}}{\text{habitant}} \quad (2)$$

$$D_t = \frac{\text{tourists}}{\text{surface}} \quad (3)$$

Therefore, $T_d = 0.27$ tourists / habitant
 $T_d = 16.25$ tourists / km²

By analyzing the results obtained in both cases, the fact that Covasna County doesn't encounter problems concerning the number of tourists can be assumed.

III. Seasonality of Tourist Activity

Seasonality and concentration, respectively, of activities in certain periods of the year represent one of the main characteristics of tourism; it has negative effects on tourist satisfaction and the performance of economic agents. In these conditions, it is important that its causes and its spread are known, in order to promote attenuating solutions.

Table 1 - Arrivals in the main tourist structure, sorted on months

	2008	2009	2010
January	3306	2724	1870
February	2505	3147	2532
March	3769	3345	3029
April	3872	4198	4404
May	5383	6571	6494
June	5640	4970	5718
July	7344	9512	5548
August	7311	7664	6568
September	6108	5500	6860
October	7462	5583	6506
November	5490	5369	6125
December	4452	3823	4635
TOTAL	62642	62406	60289

Source: Regional Statistics Institute of Covasna

Based on the Table 1 can be determined the yearly average, average which was 5220 persons in 2008, 5200 persons 2009 and 5024 persons in 2010. Based on these data can be determined the general average, which is equal with 5148 in the above mentioned 3 years. The seasonality index is 2008 is equal with 1013, in 2009 with 1 and 0,97 in 2010.

From the seasonality point of view, 2010 shows a lower seasonality than 2009 and 2008, where the tourist flow is focused more in the months of May, June and July.

4. THE ACTUAL RESEARCH

The ideas mentioned above can be supported with some hypothesis tests taken from the research performed during the doctorate, concerning the visitors' attitude as far as the services offered by the National Seckler Museum go.

4.1. Methodological considerations

The research we have realized measures the attitudes, the preferences and the behavior of the visitors related to the events organized by the National Seckler Museum. Thus, we have taken in consideration the population of the Municipality of Sfantu Gheorghe, until age 15. The investigation's objective was knowing the opinion of the visitors of National Seckler Museum about the way they should approach different problems that appear in the organization, the direction of its actions as they are appreciated by the visitors, all these opinions obtained summarizing an action plan that the National Seckler Museum should take into consideration in defining the objectives and the strategies of its actions. The chosen method for realizing the marketing research has been investigated based on a survey.

Premises from which we started in the theme analysis is that cultural tourism development is stimulated by the curiosity of people, by the increasing instruction level, by civilization

Table 2 - One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
How do you appreciate the village from a cultural point of view	329	3.36	.908	.050

Source: According to the study carried out during the doctorate

At the level of the 329 questioned individuals, the mean of the characteristic is 3.36, with a standard deviation of 0.908 points. The 3.36 average on a scale from 1 to 5 signifies that in average the respondents appreciate that the organization of the location from cultural point of view is at medium level. The standard deviation from the sampled mean is 0.050 points. It can be observed that the average at the level of the sample is lower than the theoretical value established

4.2. The result of analyzing the statistics:

The services offered by the museum are the events organized by it: pedagogical activities, painting and photo-exhibitions, events and exhibitions, ethnographic events and book presentations.

There are two aspects which can be tested statistically based on the questionnaire concerning the influence of the quality of services offered by the organization and growing the semnification of the tourism culture: the opinion of the questioned people concerning the cultural organisation of the location, and, on the other hand if the level of training has significant influence on the appreciation of the present aspect.

These aspects will be highlighted by applying t Student and Kolmogorov-Smirnov tests.

In order to apply the tests based on the repartition t Student we have started from the null hypothesis H_0 concerning to which the population considers that the organisation of the location from cultural point of view (cultural events, cultural opportunities) is very good. The properly question from the questionnaire has as versions to the answer: very low, low, medium, good and very good, with a scale from 1 to 5, where 1 corresponds with very low, and 5 with very good. (Test value: 4,5, about 5).

The conceive of the research's hypthesis contributes to the clarifying of the aspects which can be analized after the reseach and can be accepted or disaffirmed based on the realized calculations.

The first formulated hypothesis is:

H_0 : The average of respondents concerning the organization of the village, from a cultural point of view, is 4.5 points.

H_1 : The average of respondents concerning the organization of the village, from a cultural point of view, is other than 4.5 points.

In order to realize the SPSS test, from the "Statistics" menu has to be selected the "Compare means" submenu and then the One-Sample T test option, after which we obtain the followings (Table 2):

in the statistical hypothesis (4,5 points). Is given the problem of testing the measures in which this difference is significant or unsignificant. The decision on the significance of the difference is made based on a statistic test applied according to the probability of guaranteeing the results of 95% (95% confidence, Table 3). With the help of SPSS system test will be applied the t Student test in order to test the

significance of the difference, obtaining the data presented in Table 3.

Taking into account the minimum significance level for which an alternative hypothesis can be accepted (Sig. 2-tailed), which is smaller than 0.05, - this being equal to 0 – shows the fact that we can

guarantee, with a 100% probability, that the average of the researched population level is different than point 4,5. It can be also observed that the critical value of the report t_{obs} is negative, which conducts us to the decision that the average level of the researched population is lower than 4,5 points.

Table 3 - One-Sample Test – organizing the village from a cultural point of view

	Test Value = 4.5					
	t	df	Sig. (2-tailed)	Mean difference	95% Confidence interval of the difference	
					Lower	Upper
How do you appreciate the village from a cultural point of view	-22.686	328	.000	-1.135	-1.23	-1.04

Source: According to the study carried out during the doctorate

The value of t_{obs} is -22.686 and it will be compared to the value of t for 328 degrees of freedom and $\alpha = 0.05$. For a bilateral test to the right $t_{0,05; 328} = 1,96$.

$t_{obs} < t_{0,05; 328}$ means that the null hypothesis is accepted. This can also be observed from the Sig. value (2-tailed) which is smaller than 0.05 (the value of α) and, therefore, we can guarantee 100% that the mean of respondents concerning *the organization of the village from a cultural point of view* is different of 4.5 points.

The Kolmogorov-Smirnov Test for comparing the differences in the case of 2 variables will test for

the existence of significant differences between distribution as a function of the social-professional category and the opinions of individuals to the following affirmation "*quality increase would lead to the increase of cultural tourism and the economic development of the county*".

The statistical hypothesis will be laid down as follows:

H_0 : The maximum difference between the two cumulated frequencies is 0.

H_1 : The maximum difference between the two cumulated differences is different than 0.

Table 4 - Cross tabulation - Quality increase would lead to the increase of cultural tourism and the economic development of the city * instruction level

		Instruction level						Total
		High School	Post High School Studies	College	University	Post University Studies	Doctorate	
Quality increase would lead to the increase of cultural tourism	Total disagreement	11	3	0	19	6	1	40
	Neither	43	2	1	44	10	0	100
	Total Agreement	23	1	7	33	24	2	90
	Total Agreement	47	15	7	25	4	1	99
Total		124	21	15	121	44	4	329

Source: According to the study carried out during the doctorate

Table 5 - Frequencies – quality increase would lead to cultural tourism increase

	Instruction level	N
Quality increase would lead to cultural tourism increase	High school	124
	University	121
	Total	245

Source: According to the study carried out during the doctorate

In the present case the subsamples are large dimensioned, both being more than 30 persons ($n_1 = 124$ and $n_2 = 121$). The size of the two groups formed by those who answered this question at the level of the sample was: 124 persons who have graduated high school and 121 persons who have graduated university.

From the 329 respondents, 12.1% opted for disagreement, 30% for neither and 57% for agreement and total agreement (Table 4).

From the total of 245 subjects that have expressed their agreement/disagreement for this affirmation, 124 have a high school degree and 121 a university degree.

Table 6 - Kolmogorov-Smirnov Test Statistics (a)

		Quality increase would lead to the increase of cultural tourism and the economic development of the city
Most Extreme Differences	Absolute	.172
	Positive	.000
	Negative	-.172
Kolmogorov-Smirnov Z		1.349
Asymp. Sig. (2-tailed)		.052

(a) Grouping Variable: instruction level

Source: According to the study carried out during the doctorate

The analyse table given by the SPSS system contains information concerning the maximum difference between the cumulative relative frequencies with positive values (Positive), and those with negative values (Negative). From these is chosen the $D_{\text{calc}} = 0,172$ measure, this value being similar to 17,2% value. $D_{\text{calc}} = 0.172$ will be compared to the value of D_{α} for $n_1 = 124$, $n_2 = 121$. This value is computed using the relation:

$$D_{\alpha} = 1,36 \sqrt{\frac{n_1 + n_2}{n_1 \times n_2}} = 0.1737, \text{ where } \alpha = 0.05$$

Because $D_{\text{calc}} = D_{\alpha}$, H_1 is rejected, H_0 is accepted.

There are no differences between the two groups as far as the opinion about the affirmation that quality increase would lead to the increase of cultural tourism and the economic development of the city goes.

5. CONCLUSIONS

The main objective of museums is valorizing the cultural patrimony, but this valorization can be performed in many ways. Mainly, museum offers adequate to the targeted public must be created. The needs of the targeted public can be fulfilled if we know what they truly need and where they can best be accessed.

The starting point of the paper was the presentation of the actual situation and some particularities of the tourism in Covasna, followed by the presentation of some statistic data concerning the number of visitors of the National Seckler Museum and there was an attempt to find a link between these and the number of beddings in different tourist structures. By computing the main indicators that characterize the tourist flow, information concerning questions, like where would the best visitor meeting point be, when can they be interviewed, can be obtained, in one word the profile of the visitor can be created.

The elements which aid towards achieving this visitor satisfaction increase effects, and, implicitly, the increase of cultural tourism in the county are the quality management system, museum marketing and a well-constructed PR. These elements help us develop museum programs according to the profile of the visitors. *The museum programs meant for the public* occupy, as a strategy, the central place in museum offers. The modern museum is, for sure, the best situated place in museum offers among the public preferences, a place that people want to revisit, because certain cultural values are known and satisfied. Such museum rationality imposes various strategies for capacitating and maintaining the interest of the citizens (mainly), the program offers being addressed to them. The public must be treated the same and categorized: on age groups, family status, interests, hobbies and even, seen as an unassociative method, relationship status. *The importance of the museum marketing programs* is given by the fact that museum financial resources – those ensured by budget – are more and more limited, forcing each museum to be preoccupied with completing the budgetary funds through specific activities. Museum marketing produces important funds when managers offer it the deserved importance. In each museum these financial add-ons are well received, spending them where best justified by need, obviously being up to the institution.

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