

The place of cultural tourism for Cluj-Napoca, Romania as a tourist destination

SMARANDA COSMA, ADINA NEGRUSA

Business Department, Faculty of Business

Babes-Bolyai University

7 Horea str., 400174 Cluj-Napoca

ROMANIA

{smaranda, anegrusa}@tbs.ubbcluj.ro, <http://www.tbs.ubbcluj.ro>

Abstract: - Tourism industry represents the sector with the highest development at global level. Cultural tourism became an important trend at international level; 60% of the European tourists are interested in cultural discovery. Romania's tourism potential remained largely unexplored during the last 17 years due to the attention given to traditional tourism products: sun tourism at Black Sea and ski tourism during the winter. In 2006, WTTC recommended cultural and heritage tourism to become an important tourism product for Romania. The attraction points are numerous, various and interesting. Tourism stakeholders can create independent and complex products in order to promote Romania as a cultural tourist destination. The concentration of around 47% of total tourist arrivals in the main 40 Romanian cities, where the most important cultural attractions and events are concentrated, indicates that cultural tourism can be either a distinct product, or can complete other forms of urban tourism. Cluj-Napoca is one of Romania's most important cities from the number of citizens' point of view, also due to its business environment and cultural attractiveness. Cluj county stands on the sixth place in Romanian destinations classification, taking into account the number of lodging capacities, but Cluj-Napoca - the municipality of the county - is situated on the third place after Bucharest and Timisoara using the same criteria. The paper identifies the main tourist segment on the market and analyses the perception of tourists regarding Cluj-Napoca as a tourist destination. We used for our study personal interviews based on a questioner applied to a representative sample and empirical research analysing statistical data and other available information about the destination. We compared the tourist resources of Cluj-Napoca with the target profile and we analysed the place of cultural tourism for the destination.

Key-Words: - tourism, tourist marketing destination, cultural tourism, regional development, tourist potential

1 Introduction

In the last 50 years tourism had an average annual growth rate of 7% (UNWTO, 2003). For the future, the predictions are also favourable (Table no. 1):

Table no. 1: Tourist arrivals (in millions)

Region	Base year 2005	Average annual growth rate (%)		
		1995-2000	2000-2010	2010-2020
Europe	334	3.0	3.2	3.1
World	563	3.6	4.5	4.4

Source: UNWTO, 1997

The importance of tourism sector for the present century at the world level and also for Europe was highlighted numerous times. In 2007, UNWTO predictions indicate an average annual growth rate of 4.1% [1].

These figures reflect the tourism sector in general; heritage tourism is expected to increase with a higher rate. The growth of cultural tourism can be better explained in the context of the wider social and economic trend which marks post-modernity [12]. According to a European Commission study, 60% of the European tourists are interested in cultural discovery [16]. The same source revealed that around 30% of tourist destinations are chosen based on the presence of heritage sites which can be visited. Klein (2001) showed that this number increases up to 45-50% if the attendance at festivals or other important cultural events is included [8]. Cultural tourism is expected to represent from 8 to 20% of the shares of the tourists market (UNWTO, 2003). Also Tudini (2006) consider that the growth expectations for cultural tourism are assessed at 15% per year [15]. UNWTO argued that this positive trend for cultural tourism is a consequence of a continuous growth in global tourism demand as a result of:

- ❖ a more sophisticated tourist, looking for new experiences, with a shorter stay, focused mainly on urban and cultural tourism;
- ❖ more local authorities seeing in tourism a source of income and employment opportunities;
- ❖ more awareness focused on conservation, cultural and natural heritage.

What is the relationship between tourism and culture? Culture and tourism could be considered inseparable and interdependent. The cultural wealth of a site not only attracts tourists but also “domestic and international tourism continues to be among the foremost vehicles for cultural exchanges” [17].

Cultural tourism can be defined in various ways. Nevertheless, an important problem in defining cultural tourism is generated by the correct identification of the cultural tourist. Distinction should be made between those people visiting a destination specifically for culture and those who incidentally include culture as an alternative to spending their time. Culture is often a secondary motivation for tourism [12]. This is the main reason which does not allow, in practice, a proper counting of cultural tourists for a country or a destination.

Cultural tourism is a general term referring to leisure travel motivated by one or more aspects of the culture of a particular area (Dictionary of Travel, Tourism and Hospitality Terms, 1996). UNWTO defines cultural tourism as the movement of persons for essentially cultural motivations, including study tours, performing arts, cultural tours, travel to festivals, visit to historic sites and monuments, folklore [12]. ICOMOS - International Council for Monuments and Sites (2002) consider the cultural tourism essentially the form of tourism that focuses on the culture, on the cultural environments including landscapes of the destination, the values and lifestyles, heritage, visual and performing arts, industries, traditions, and leisure pursuit of the local destination or host community; it can include attendance at cultural events, visits to museums and heritage places and mixing with local peoples.

Stebbins (1996) defined cultural tourism as a style of special interest tourism based on the search for the participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional or psychological [14]. Richards (1996) consider cultural tourism to be all movements of persons to specific cultural attractions such as heritage sites, artistically and cultural manifestations, arts and drama outside their normal place of residence. Lord (1999) defined cultural tourism as a form of tourism motivated by interest in historical, artistic, scientific, heritage offering of a community, region, group or institution [10].

All the definitions presented above highlights different features of the same complex concept and various points of view regarding cultural tourism. It can be argued (European Institute of Cultural Routes, 2004) that all tourism is cultural [16]; people consistently travel to locations that are unlike their own. In the past decade, the tourism industry has created a distinctive travel product.

All over the world, local communities and national organizations have developed particular cultural and heritage tourism products that attract increasing tourists' visitation each year. As a consequence, during the past 10 years, cultural tourism has registered a growing economic impact [6].

It is difficult to have accurate statistic data regarding cultural tourists since culture is often a secondary motivation for tourism [13].

2 Romania as a tourist destination

Romania has a harmonious, diverse landscape, as well as rich tradition and culture. The country could be considered as one of the most beautiful and resourceful places in Europe [3]. Despite this, Romania's tourism potential is largely unexplored as WTTC (2006) highlighted in its report [20]. The evolution of tourist arrivals confirms this statement (Figure no. 1).

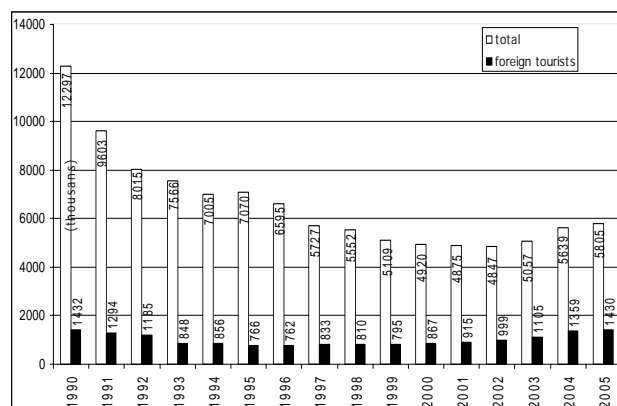


Figure no. 1: Evolution of tourist arrivals in Romanian accommodation establishments

Source: National Institute of Statistics, Annual Statistic Yearbook 2006

During the 1970s Romania was a popular tourist destination for sun and beach tourism at the Black Sea side. The economic crisis Romania was confronted with during the 1980s reduced considerably the foreign tourist flow and the international visibility of Romania as a desirable destination. After the communist regime fall in 1989 no important steps were made to define and

differentiate Romania as an attractive tourist destination; one reason was that the Romanian authorities at all level expected that tourists who visited Romania during the 1970s will come back. It was not taken into consideration the diversified portfolio of new destinations which was formed and became available for tourists during the years of Romania's low visibility on tourism market [5].

The absence of a coherent strategy for tourism development, which also was a principal factor in the absence of a brand for Romania as a tourist destination, combined with problems related with communication infrastructure and an relatively obsolete and out of fashion lodging capacities (mainly until 2001-2002), kept Romania out of the foreign tourists attention and contribute to the decrease of domestic tourism also [9].

The results of the lack of important and visible developments were revealed by the World Economic Forum Competitiveness Report on Travel and Tourism 2007 where Romania was ranked 76th out of 124 countries. When the country's rank is compared to its main competitors, Romania has the lowest position, as reflected in Table no. 2 [19].

Table no. 2: Comparative ranking generated by competitiveness index

Country	Overall index		Subindex			
			Business environment		Human, cultural, and natural resources	
	Rank	Score	Rank	Score	Rank	Score
Czech Republic	35	4.75	37	4.13	22	5.32
Slovakia	37	4.68	45	3.81	18	5.37
Croatia	38	4.66	40	4.06	11	5.55
Hungary	40	4.61	51	3.71	51	4.98
Slovenia	44	4.58	38	4.11	53	4.88
Bulgaria	54	4.31	56	3.64	41	5.11
Poland	63	4.18	62	3.50	60	4.81
Romania	76	3.91	74	3.20	71	4.68

Source: Travel and Tourism Competitiveness Report 2007, pg.10-11

Note: The ranking includes 124 countries

Confronted with the absence of a brand as a tourist destination and not helped by a controversial strap line: "Romania simply surprising", our country can however overpass this situation using its cultural potential for developing a strong product for cultural tourism [6]. The culture and heritage was little put to work in the last decade in Romania, while this product became a trendy one at international level. As WTTC (2006) recommended in their report on

the country, cultural and heritage tourism can become an important tourist product for Romanian tourism [6].

Hugues & Allen (2005) showed that Bulgaria, Croatia, Poland and Hungary targeted cultural tourism. These countries are Romania's direct competitors in the tourism market. However, Romania can follow the same path due to the fact that cultural tourism allows every country to reveal its unique features as a tourist destination. Cultural features also can create the much needed differentiation, along with being a vehicle which can produce and promote a favourable image for a country [7].

Romanian tourism has been traditionally centred on the resorts of the Black Sea coast [20], where the concentration of bed places represents 41,69% of the total bed places at the country level (NIS, average figure 1993-2005). Due to seasonality, the Black Sea coast attracts only 13.18% of total tourist arrivals (NIS, average figure 1993-2005) [21].

Other popular destinations, mainly among domestic tourists, are mountain ski resorts and spa resorts. All these resorts combine 28.10% of country total bed places with 26.22% of total tourist arrivals (NIS, average figures 1993-2005). Important investments are needed to increase the attractiveness of mountain and spa resorts through modern and various leisure facilities, and new tourist products centred on nature-based tourism and the new trend of wellness lifestyle.

During the same period, 1993-2005, urban tourism became an important part of Romanian travel & tourism sector due to the growing trend in business tourism. The main 40 cities of Romania (county residences) attracted 46.57% of total tourist arrivals (NIS, average figure 1993-2005).

The culture and heritage was little put to work in the last decade in Romania, while this product became a trendy one at international level.

In order to evaluate this heritage patrimony we made an analysis on the historical monuments spread on region bases. We took into account the 8 development regions, created by the National Agency for Regional Development in order to promote an improved and balanced development of each part of the country.

A report conducted by the Centre for Cultural Study and Research, under The Ministry of Culture and Religious Affairs patronage shows that the highest institution capacity index and cultural operators are in Transylvania. This index measures the development of cultural production and cultural goods distribution infrastructure. The index is

calculated from the number of cultural institution in a region divided to 1000 citizens (Figure no. 2).

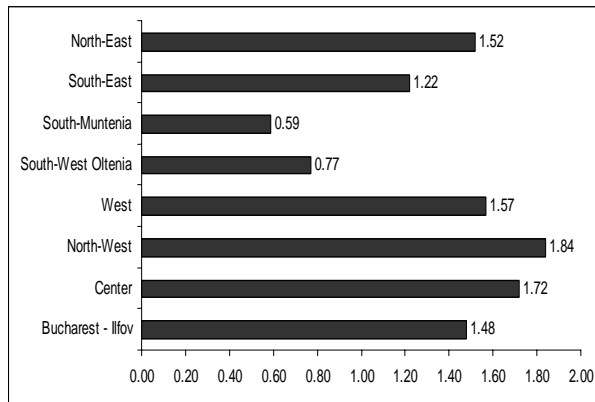


Figure no. 2: Institution capacity index and cultural operators (including UNESCO heritage)

The figure above shows that the North-West and Centre Region representing Transylvania have the richest cultural and heritage potential of Romania. During the last years the number of tourists visiting Romanian museums has declined, while the number of museums increased (Table no. 3).

Table no. 3: The evolution of museums in Romania and the numbers of visitors

	1999	2001	2003	2005
Number of museums	515	524	551	667
Number of tourists in museums (000)	8818	10550	10108	10488
The museums structure by type (%)				
Natural sciences	6.9	7.1	6.5	6.6
Sciences history	2.1	2.8	2.9	3.1
History	17.8	17.7	17.9	16.8
Ethnography	11.26	11.6	13	17.24
Culture history	20.9	21.6	23.7	22.60
Art	23.1	22.5	22.8	22.2

Source: National Institute of Statistics, Annual Statistic Yearbook 2005

From this analysis, it results that the Romanian offer to tourists interested in museums heritage, is more concentrated on arts and culture. The diversity of art styles and artefacts preserved in historical sites implies the necessity to develop a national strategy for the national cultural promotion.

The problem lies in creating a whole tourist product backed by hospitality infrastructure and other possibilities for leisure activities. Based on the information available in other similar studies (as no differentiated figures for the domestic or foreign travellers are given), one can assume that over 60% of the museums visitors are travellers from other countries. Their decreasing trend gives the idea of an inappropriate promotion campaign.

A study of Romanian National Institute for Research and Development in Tourism (INCDT) reveals that the preferred form of tourism in Romania is urban tourism, followed by mountain tourism and seaside [18].

In the period 2005-2008, the Ministry of Culture together with National Authority for Tourism started different program for cultural tourism development.

A first step in the right direction was made when the city of Sibiu candidature to become Cultural Capital of Europe was accepted in 2004. As a result, during 2007, along with Luxembourg, Sibiu was the European Capital of Europe promoting also Romania as a hole on the tourist market [6].

3. The place of cultural tourism for Cluj-Napoca

The cultural heritage of Europe is one of the oldest and most important generators of tourism. It retains its central role in European tourism industry to this day [12]. Many of the countries of Central and Eastern Europe may be conceptualised as ideal cultural tourism products. These countries have the resources to capitalise on the demand for urban and cultural tourism in particular [7]. The opening up of new tourism destinations in this region of Europe offer opportunity for some countries to differentiate it and find target niche markets such as: city and rural tourism, activity tourism, health/ spa tourism and cultural tourism.

As we mentioned above, cultural tourism with their different special forms is a tourist product fated for exports. In the last few years, for countries like Czech Republic and Hungary, cultural tourism has become an important source of tourism revenues. In Romania the cultural tourism remains in infancy due to the incapacity to construct an infrastructure for developing strong heritage tourism [2].

In general, the cultural tourism in Romania is centred on four locations (Figure no. 3): the painted monasteries of the Bucovina region; the castles in Transylvania and the art galleries; the wooden churches and houses in the Maramures region; museums and historical and contemporary sites in

cities such as Bucharest, Sibiu, Cluj-Napoca and Sighisoara. The main cultural points of interest in Romania are represented by monasteries and churches, which attract most of the foreign tourists who want to learn some of the traditions and history.

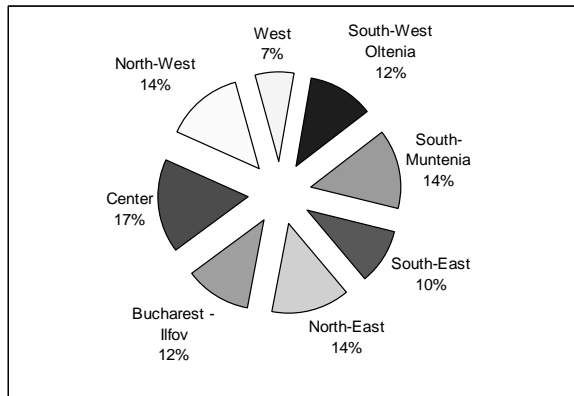


Figure no. 3: The spread of historical monuments on the national areas of development.

Source: Romanian Ministry of Culture and Religious Affairs

The reason why Transylvania is one of the Romanian preferred cultural region by foreign tourists is very simple: it is famous for its rich multiethnic heritage as a mix of Germans, Hungarians and Romanians. Numerous ancient sites with medieval fortresses and castles are spread all over Transylvania. Some of the attractive sites are the Bran Castle (known as Dracula Castle), the citadel of Sighisoara or the medieval towns as Sibiu, Brasov and Cluj. The foreign tourists, especially European ones, prefer Transylvanian cultural product because it is easier to perceive and understand. They can recover their historic and cultural heritage. From this point of view, Transylvania is a sample of European cultural heritage.

Looking briefly at the cultural tourism potential, Romania has over 27 000 locations grouped under different categories, and 151 monuments and archaeological sites of special value (www.mturism.ro). Besides Romanic, Gothic, Renaissance, Baroque, Rococo and Art Nouveau, Romania owns its specific architecture, the Brancovenesc style found mainly in Wallachian castles, palaces and houses. Moldova also has specific architectural traits. Romania can offer a great insight into Europe's past and present, through the many castles, palaces and houses of which some are as old as the 12th century, through the varied old Orthodox churches, monasteries and cathedrals that provide glimpses of ages of belief, and through the

Catholic, Calvinist, and Lutheran churches and cathedrals mainly placed in Transylvania. All of these contribute to the area's great potential for religious tourism. Romania is also home to 7 World Heritage Sites; six of them are buildings or building complexes which can be offered as individual or complex cultural products. To all these can be added a number of 6600 monuments of national importance and 670 museums; also 146 locations offer over 17000 various performances per year (UNWTO 2007, Master plan for Romanian tourism development).

Romania is divided in 8 Regional Development Agencies as follows: North-East, South-East, South-Muntenia, South-West Oltenia, West, North-West, Centre, Bucharest-Ilfov. The North-West Region includes 6 counties (Cluj, Bihor, Maramureş, Bistriţa-Năsăud, Satu-Mare, Sălaj), representing around 15 percent from the total Romania's territory and is situated on the fourth place taking into account the population and the area. Cluj county is one of the most important communication point (roads, railways, airway) in the country. It represents 2,8 per cent of the Romanian territory, with a more frequent urban population (67,2%), out of which more than half works in services and trade. The main foreign investors in Cluj county are Hungarians. From the lodging capacities point of view, Cluj county is situated on the 6th place out of 41, representing around 4,35 per cent of the total Romanian number of lodgings (Table no. 4, NIS, 2006).

Table no. 4

No.	County	Number of lodgings	Number of lodgings (%)
1	Constanța	988	20.98
2	Braşov	489	10.38
3	Harghita	402	8.54
4	Prahova	222	4.71
5	Suceava	220	4.67
6	Cluj	205	4.35

The present paper focuses on the city of Cluj-Napoca and the place of cultural tourism in this destination. The interest for this topic was triggered by fact that Cluj-Napoca was perceived – by the local hoteliers – mainly as a city of transit (until around the year 2000) and than almost exclusively as a business destination.

Cluj-Napoca, the municipality of the Cluj county, is considered to be the capital of Transylvania due to the fact that it is one of the biggest cities in Romania

– the second after the capital from the number of citizens point of view –, an important academic, cultural and business centre. These are the reasons which make Cluj-Napoca an interesting destination for different types of tourists. Compared with the county rank, Cluj-Napoca stands on the third place after the capital Bucharest and Timisoara.

The occupancy rate decreased in the first nine months of 2005 at 37,89% from 44,4% in the same period of 2004. On the other hand, the average turnover increased with 4,67% in 2005 compared to 2004, at 81,42 RON.

The tourist offer for Cluj-Napoca has a great variety:

- ✓ cultural and historical monuments (medieval and modern monuments, churches, museums, festivals, exhibitions);
- ✓ a diversified portfolio of accommodation establishments, restaurants, clubs, tourist agencies;
- ✓ an attractive natural-geographic space.

Despite this, for now, Cluj-Napoca can not compete with Bucharest – the capital and with other municipalities, especially with Timisoara, from the foreign investments and the business opportunities point of view.

The number of tourists in Cluj-Napoca increased constantly in the last few years (http://www.primariaclužnapoca.ro/proiect_planificare.aspx) [22].

For our investigations we used exploratory, descriptive and causal research. We obtain primary and secondary data through:

- two personal (face to face) interviews based on short questionnaires – one for the demand and the other for the supply; the information we got was neither sensitive, nor threatening; we used clear, unambiguous, structured and unstructured questions; for the tourist supply we got responses from a representative group of 34 accommodation establishments out of 45 (75.55%); for the tourist demand we used for identifying the representative sample STATGRAPHICS soft; for a standard error of $\pm 0,03$ the sample was 1068 tourists;

- SWOT analysis for the tourist destination;

- visits and accommodation establishments web-sites analysis;

- statistical data and published studies.

Cluj-Napoca's accommodation establishments represent around 56% of the Cluj county [13]. The starting point in our investigation was the explosion in the number of the accommodation establishments in the last few years. In 1990 the number of hotels in Cluj-Napoca was 10. The registered number of

hotels in Cluj county was 47 for 2006. In Cluj-Napoca, the municipality of Cluj county, were identified 40 hotels, representing 85.10% from the county total. Before 1989 the number of hotels in Cluj-Napoca was 7.

By the end of 2007 on the Cluj-Napoca hotels' market we were able to identify 40 hotels which had the up-dated authorisation. From 40 of the hotels, 26 of them were open between 2000 and 2005. The development of Cluj-Napoca accommodation establishments was triggered by the need for various types of accommodation services and by an easier access to financial resources (bank loans mostly) between 2000 and 2007 [11]. Figure no. 4 presents Cluj lodging capacities' structure using the year of construction.

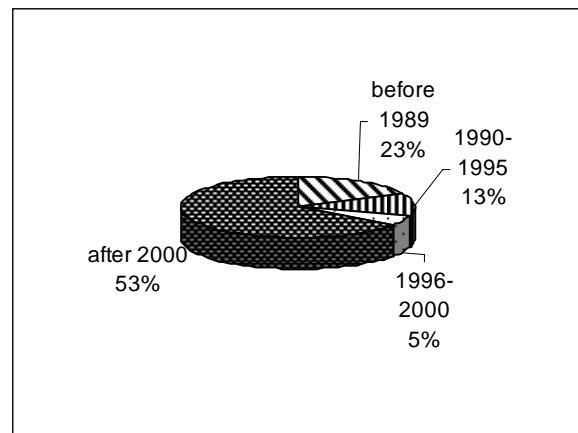


Figure no. 4: The year of construction

Our study revealed that 85% of the operational lodging capacities are small, offering under 50 rooms, as the Figure no. 5 shows.

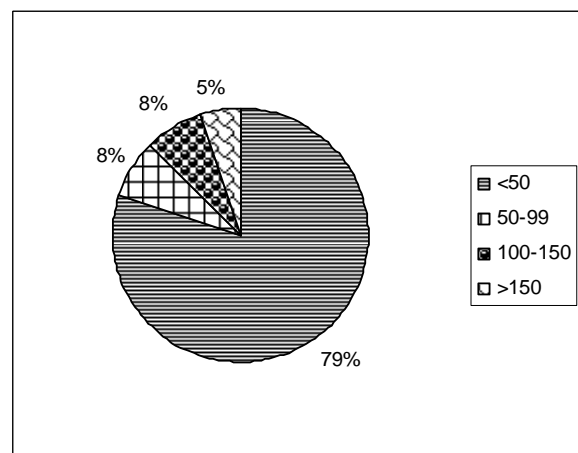


Figure no. 5: Number of rooms

More than a half of these lodging capacities are included in 3 stars category – using the National Stars' Classification System and the second place is taken by 4 stars hotels. Figure no. 6 presents these situations.

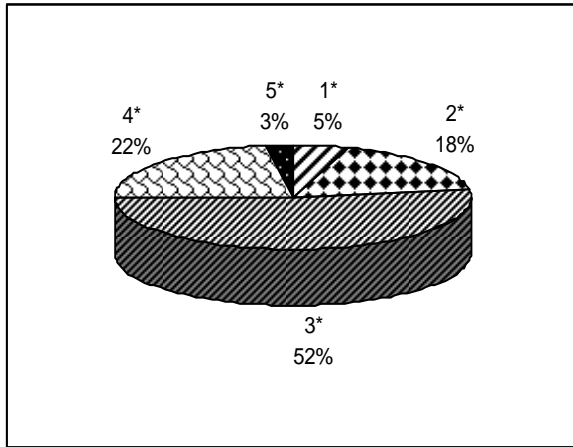


Figure no. 6: National stars' classification system

From tourist point of view, Cluj county can be considered an access gate to the Western Carpathians, an area with a great tourist potential due to the beautiful landscapes, the picturesque villages, the geological phenomena and precious flora. But the city offer also important cultural elements which define the historical evolution of life in Transylvania.

Regarding the cultural potential given by events, Cluj-Napoca has a stable calendar of festivals and other socio-cultural events of local interest and some of them gain an national and international attraction. Occasionally Cluj hosts festivals or cultural events, like this year The MTV Music Awards Romania, the first edition organized outside Bucharest, which could develop a flux of tourists.

Based on these we can say that Cluj-Napoca is an important cultural city, which offer a wide range of cultural values for interested tourists. The main problem remains the promotion of cultural image and the interest of companies from tourism infrastructure to develop that kind of activities and services.

The basic assumptions that we tried to verify in the study were [4]:

1. The hotels are aware of playing a role of cultural messengers on the tourism market.
2. The hotels want to be involved in cultural activities only when those activities are related to the hotels' image in the market or when their products are involved.

3. The hotels are so oriented toward the business segment of clients that they ignore the potential of cultural tourism, due to their impossibility to forecast the benefits which can result from it.

First of all, our intention was to identify if Cluj-Napoca's hotels have any perception of the possibility to play a cultural role in the market. Using a Likert scale for measuring their responds, 1-strongly agree, 5 – totally disagree, results an average of 2.16. We interpret this result as an important interest of hotels for developing cultural tourism and for attracting this type of clients. 70% from the managers inquired about this matter, believed that the hotel can play the cultural messenger role. The question address to them was in general, so the results do not refer to the effective implications of hotels in this direction. But it is a positive sign the fact that the Cluj-Napoca's hotel managers are aware of this potential. Further more, we were interested to identify which are the most specific elements – considered important - that hotels have, upholding the cultural activities offer by hotels. It had result a quite balanced spread among architecture, interior design and cultural events. Nevertheless, cultural events were indicated in a higher proportion because they are the most dynamic elements which assure the growing flow of tourists. Even if the cultural events that a hotel can organize are at of small dimensions, like exhibitions or local meetings, the managers know and understand the potential for their hotels by participating as supporters for unroll some events at a higher scale in the local community (Figure no. 7).

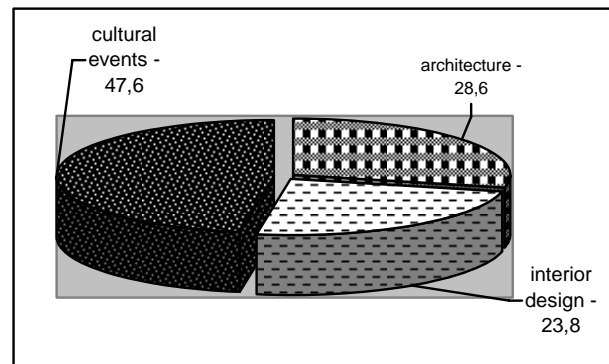


Figure no. 7: Holding element for playing the role of cultural messenger

We correlate these results with other specific information about the distinctive elements of the hotels; in the first position was indicated logo, symbol. In the last position were indicated elements of interior design and architecture. We concluded from this that hotels are not interested in creating a

unique image for themselves, based on cultural values or assets. Spite of this, our study reveals that almost 11% from the hotels indicated that have tourists with cultural purpose for visiting the city. This figure is not much, compared with the business segment, 46.4%, but represents a stable and promising share of client market.

The benefits of the cultural tourism are first of all for the local community, because all people involve in creating the tourism package of services will gain the opportunity to develop their business and in the second level the tour operators and hotels because they can create a special package of services addressed for this types of clients. Knowing that the most important segments of cultural tourism it is represented by foreign clients, the economic development at individual level and as a whole it is obvious. The hotels inquired seem do not see the direct positive impact on tourists flow (Figure no. 8).

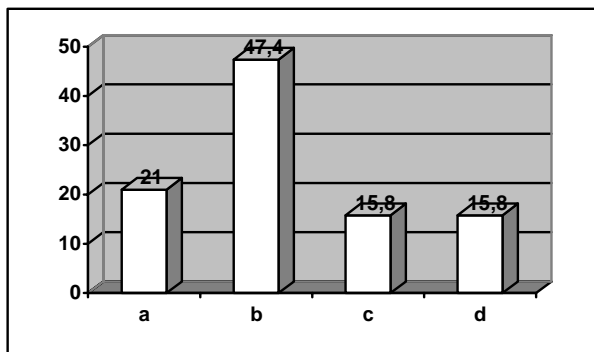


Figure no. 8: The results assuming by hotels from promoting cultural activities (a – attract foreign tourists, b – attract more tourists, c – creating an identity in the market, d – no changes in tourists flux)

The cultural activities chosen to be promoted by the hotels were in the first place, representing 35%, and consisting in presentations inside the hotels of some actions with cultural specific like wine tasting or specific food preparations. In the second position, with 26%, were indicated the initiation and organization of some cultural events of small scale, but important on local area. On third place, was put the use of the hotel’s interiors as a space for various exhibitions. The results highlight the hotels’ interest for those actions which can be managed by themselves and promote the hotel on the market. Spite of this results, until now, there were few initiates in organizing such cultural activities by the Cluj-Napoca’s hotels, the most common being the hosting of exhibitions in the lobby. The study reveals that the hotel managers are aware of how the

cultural tourism could be put to work for their economic benefits, but are not interested to do more. In general, the hotels from Cluj-Napoca are concentrated on the business clients and gradually become aware of their role as cultural messengers. They do not think at the competitive advantage the unique features can offer and to become a tourist destination by promoting and organizing cultural events in correlation with the business tourism is a strange idea.

The second part of our research analyses the demand for Cluj-Napoca tourist market. Our research reveals that the main purpose of visiting Cluj-Napoca is personal interest, followed by professional training, business and cultural motivation (Figure no. 9).

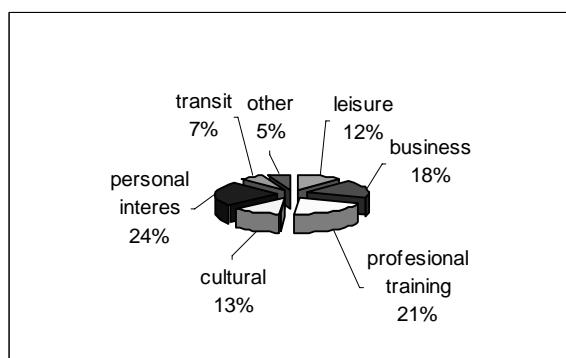


Figure no. 9: The purpose of the visit

In “personal interest” category are included the relatives and friends of the students and of the residents who, most of them, do not use the lodging capacities and also persons how come for medical services.

The tourist choice regarding lodging capacities come to support the information obtained from the visit purpose in Cluj-Napoca. The preferred lodging type is offered by relatives and friend and on the second place are hotels (Figure no. 10).

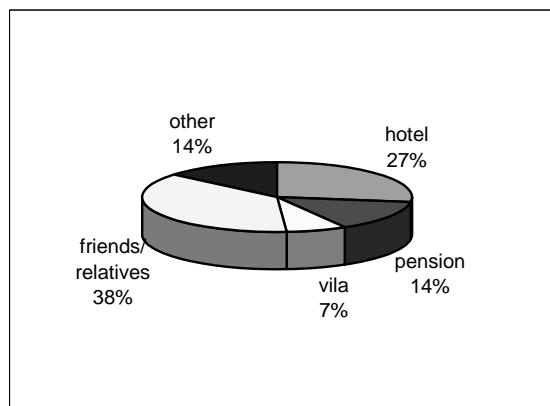


Figure no. 10: Preferred lodging capacities

The high percentage of personal interest visits is in correct correlation with the accommodation at relatives and friends (figure no. 10).

Almost half of the tourists prefer to stay in Cluj-Napoca 2-3 days. The average period is higher compared with the average length of stay in Romania which is 1,8 days. This means that tourists come especially for weekend to visit their relatives and friends. Regarding the allocated amount of money, the tourists do not spend very much. The majority spends between 100 and 500 RON, which represents a low amount compared with 1440 RON – the average at the country level. This big difference can be explained by the purpose of the visit: our study reveals that the main purpose of the Cluj-Napoca's visit is personal interest, followed by professional training. Also, the result can be explained by the fact that the tourists stay especially at relatives and friends and they don't spend money for accommodation. We obtain for the perception of the tourists regarding Cluj-Napoca cleanliness 3,7 points out of 5, which is a medium result (1 – dirty, 5 – clean). For tourist services offered by Cluj-Napoca, the subjects ranked the city very well: 1,9 points, where 1 represent very good and 4 very bad. The best evaluation was obtained for food and beverage services, followed by accommodation services and business environment (Table no. 5).

Table no. 5

Tourist services	Points (1 – very good, 4 – very bad)
Accommodation	1,78
Food and beverage	1,77
Tourist attraction	1,92
Commercial attraction	1,85
Business environment	1,79
Residents attitude	1,96
Transport infrastructure	2,28

The tourists agreed that Cluj-Napoca is one of their preferred Romanian destination (2,33 points, where 1 – total agree and 5 – total disagree).

Most of the subjects perceive Cluj-Napoca as being an academic centre and only at a big distance a business and cultural centre (Figure no. 11).

The most needed information for tourist guide are: city map, tourist attraction, public transportation, cultural objectives and bar and clubs list. The Cluj-Napoca's tourists are young, 41% between 20-30 years and 27% between 30 and 40 years. Most of the subjects were males, but the percentages are nearly, with higher education (46% undergraduates and 27% with high school, where are included the students).

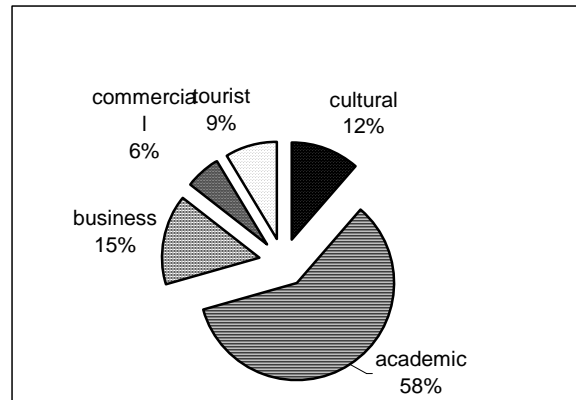


Figure no. 11: Main characteristic of Cluj-Napoca

The revenue of the tourists is under the Romanian average wage. These results come to support the main purpose for visiting Cluj-Napoca.

After the analysis of the tourist supply and demand for Cluj-Napoca, the third part of our research focuses on the SWOT analysis of the destination.

Strengths

- strong and well known academic centre;
- important cultural centre (medieval town);
- one of the biggest cities in Romania;
- developing business environment;
- high qualified work force for various field supplied by Cluj-Napoca's universities;
- good collaboration relationship with Hungary – the main foreign investor;
- geographical position – closer from the west border.

Weaknesses

- closed city from the infrastructure point of view;
- less international flights comparing with Bucharest and Timisoara and even with Tg. Mures which has the connection with Hungary through Wizair;
- an expensive city (high cost of live comparing with the average salary).

Opportunities

- developing of the accommodation infrastructure for the academic and medical tourism;
- improving the tourist packages for cultural tourism;
- offering advantages for foreign investors from local authorities;
- various opportunities in developing bilateral agreements with Hungarian partners;

- developing business environment using the attractiveness of Cluj-Napoca as a financial centre.

Threats

- multiple chances for young people to study abroad after the accession of Romania to UE;
- various opportunities for young people to work abroad;
- more pretentious, experimented tourists who are not satisfied with the present offer.

4 Conclusions

Cluj-Napoca tourist market slowly becomes a competitive and crowded one, but the competition is tough from Romanian and international destinations. To summarize all the analyses before we can conclude that Cluj-Napoca has three major tourist segments:

a) Segment 1

Academic tourists (students, professors, tourists coming for professional training who are in connection with the Cluj-Napoca's universities and persons who come for medical services offered by university hospitals);

Main competitors: Bucharest, Timisoara, Iasi;

Comments: Cluj-Napoca is well known in Romania; Purpose: to maintain and develop its second place after Bucharest.

b) Segment 2

Business tourists (come for the developing environment offered by Cluj-Napoca's market);

Main competitors: Bucharest, Timisoara;

Comments: developing business centre, offering new opportunities but can not compete with the capital – the preferred place for making business; hard to compete with Timisoara which was more opened to the foreign investors after 1990 and now is more developed comparing with Cluj-Napoca business environment;

Purpose: to be in the first 3 options on the foreign investors list Cluj-Napoca is well known in Romania.

c) Segment 3

Cultural tourists (come for the medieval town, cultural attractions, festivals, events offered by Cluj-Napoca's market);

Main competitors: Sibiu, Sighisoara, Brasov;

Comments: Cluj-Napoca is an interesting cultural destination but it can not compete with the

competitors from the cultural attractions point of view;

Purpose: to develop cultural events and festivals (like TIFF) and to stake on the strap line: "Cluj-Napoca – multicultural heart of Europe".

The correlation between the demand and supply is not very appropriate. Even if the evaluation of Cluj-Napoca's tourist services is good, the accommodation offer can be developed for the main segment – academic tourism. This segment is ignored in the present. To avoid the competition, cultural tourism can be seen as a supporting product (extra product offered to add value to the core product - the reason of buying - and help to differentiate it from the competitors) of academic tourism. Cluj-Napoca market is focused now on the business tourism and the local authorities try to offer an attractive environment for the investors. In plus, the accommodation offer is orientated in this direction. For now, the 3, 4 and 5* accommodation establishments offer is complex and in the last few years there is no change in 1 and 2* supply.

References:

- [1] Atsalakis, G., Ucenic, C. I., Evolutionary Computing and Applications in the Tourism Sector for its Sustainable Development Case Study: Using ANFIS for Forecasting Tourism Demand, *WSEAS Transactions on Business and Economics*, Issue 1, Volume 4, January 2007, pp.1-8.
- [2] Clarke, A., The Cultural Tourism Dynamic, *Proceeding The 2nd DeHann Tourism Management Conference "Developing Cultural Tourism"*, Nottingham University Business School, 2003.
- [3] Cosma, S., Tourist Destination Marketing – Some Aspects Related to Romania, *Studia Universitatis Babeş-Bolyai, Seria Negotia*, 2, Cluj-Napoca, 2004, pp. 69-75.
- [4] Cosma, S., Tourist destination Cluj-Napoca, Romania, *Studia Universitatis Babeş-Bolyai, Seria Negotia*, 2, Cluj-Napoca, 2006 pp. 51-74.
- [5] Cosma, S., Greblă, H.A., Negruša, A., E-Marketing tools in promoting tourist products, *WSEAS Transactions on Business and Economics*, Issue 8, Volume 3, August 2006, pp. 563-568.
- [6] Cosma, S., Negruša, A., Pop, C., Can a Cultural Event Revive Romanian Tourism?, *Proceedings of the 2007 Advances in Tourism Marketing Conferences, Destination and Event Marketing: Managing Network*, 2007, Universitat de Valencia, Spain, pp. 1-10.
- [7] Hughes, H., Allen, D., Cultural tourism and tour operators in Central and Eastern Europe, *Cultural*

Policy, Criticism & Management, Issue 1, City University, London, 2005.

[8] Klein, R., Public policies and cultural tourism – EU activities, paper presented at the *1st Conference on Cultural Tourism Economy and Values in the 21st Century*, March 29-31, 2001, Barcelona.

[9] Lazar, C., Lazar, M., The quantification of the sustainable development at local level, *WSEAS Transactions on Business and Economics*, Issue 6, Volume 5, June 2008, pp. 310-319.

[10] Lord, G. D., The Power of Cultural Tourism, Keynote Presentation, *Wisconsin Heritage Tourism Conference*, 1999.

[11] Pop, C., Cosma, S., Cluj Hotels' Distinctive Features, International Conference, *Small and Medium Size Enterprises in European Economies and all over the world*, Cluj-Napoca, 2005, pp. 58-68.

[12] Richards, G., *Cultural Tourism in Europe*, CAB International, Wallingford, UK, 1996.

[13] Richards, G., *Policy context of cultural tourism in Cultural Tourism in Europe*, CAB International, Wallingford, 1996b.

[14] Stebbins, R., Cultural Tourism as Serious Leisure, *Annals of Tourism Research*, 23, 1996, pp. 948-950.

[15] Tudini, F., Tourism et culture, deux facteurs de croissance pour l'Union Europeene, speech delivered during *Picture Final Conferece*, September 21-23, 2006, Luxembourg.

[16] European Institute of Cultural Routes, *Cultural Tourism or Tourism and Culture?*, 2004.

[17] ICOMOS, *International Cultural Tourism Charter*, 2002, Paris.

[18] Institutul National de Cercetare-Dezvoltare in Turism, *Program de cercetare de piata privind analiza cantitativa si calitativa a cererii turistice, rezultatele economice si forta de munca din cadrul unitatilor de cazare din Romania*, 2005 (www.incdt.ro).

[19] World Economic Forum, *Travel and Tourism Competitiveness Report 2007* (TTCR 2007).

[20] World Travel & Tourism Council Report, *Romania: The impact of Travel&Tourism on jobs and the economy*, 2006.

[21] National Institute of Statistics (NIS), www.insse.ro.

[22] http://www.primariaclujnapoca.ro/proiect_planificare.aspx.